NOVEMBER 8, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

WHO FARM EDITOR TOURS BRITAIN!

"That's odd", says you, gazing pensively out of the 46th story window, "what would Iowa farmers gain from *that*?"

You'd be surprised. Iowa farmers are perspicacious people (9% of them have attended college). They do a lot of thinking about war problems, food production and what's going on in the world. They are earnestly trying to raise about one-tenth of the food supply of the U.S.A.

Through the generous cooperation of the British Minister of Agriculture and the B.B.C., our farm editor, Herb Plambeck, toured every section of England, Scotland, Wales and northern Ireland to observe the agricultural war efforts and needs of the British people. As an accredited war correspondent for WHO, he also visited army camps, bomber bases, etc.

Every Saturday noon for several months, GSP short-waved Plambeck's report of his impressions for simultaneous rebroadcast by WHO and other Iowa stations.

Now Our 'Erbert comes back brimming over with interesting high-lights on British farming, and why more Iowa food is needed for the War effort.

Iowa farmers are eating up the story of his trip. It's an entirely new angle. No other of the 39 commentators on the air knows so much about the farm problems of War (and even before the War, Herb Plambeck was the best-known farm editor in the State—knew every county agent by his first name, made 200 or more addresses each year before farm meetings).

We sent our farm editor to the British Isles because we knew it would increase his value to our listeners.

No, he's not for sale. There's no hook in this. It's just another example of WHO Public Service.

WHO

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DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

XUM

SHOPPING AT DAWN

A Tale of a Broken Alarm or

How 23 Customers Asked About Sulfursol

Let's begin at the end: 23 people walked into a drugstore in Princeton, Illinois, (Pop. 5,224) to ask about Sulfursol soap after Mal Clair mentioned once on WLS — *at 3 o'clock in the morning!* — that Sulfursol was available in Princeton at Heck's Store.

MALCOLM CLAIR

Here's how it came about. Mal Clair conducts "Bunkhouse Jamboree" on WLS each day from 3 to 5 A.M. When his alarm clock gave up the ghost, Mal mentioned on the air he didn't know that he could make it so early in the morning any more, for he couldn't find an alarm clock in all Chicago. The next mail brought him a new clock, Victory model, from Chris Heck, the Princeton pharmacist—last one he had in the store, too.

Sulfursol uses participating announcements on the WLS "Bunkhouse Jamboree." Next morning when Mal mentioned Heck's gift, he also mentioned incidentally that Heck's carried Sulfursol in Princeton. That same day, 23 people walked in to tell Chris they had heard the announcement!

Add this to your *"WLS Gets Results"* file—at any time of day. For more evidence, ask a John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

Speaking of COVERAGE

WSIX, with its 5,000 watts on 980 kc, covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Blue and Mutual network programs, with numerous top-notch local offerings, furnish strong listener-appeal.

Here's a powerful sales force that is yours to command. For availabilities, write or wire this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue Mutual

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

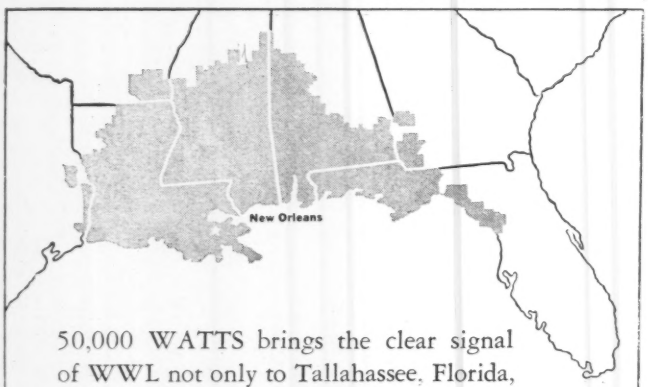
The Largest Spring

in the World

—Wakulla, near Tallahassee, Florida—

IS IN WWL-LAND!

and so are 10,000,000 customers from five different states



50,000 WATTS brings the clear signal of WWL not only to Tallahassee, Florida, but to all the Deep South — 182 counties in five states!

FIVE TIMES more powerful than any station for hundreds of miles, WWL is the *one* station that will sell the Deep South — *completely.*

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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all 7 department stores*

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WCHS IS REPRESENTED BY THE BRANHAM COMPANY

*Montgomery Ward and Sears Roebuck excepted.

Here's

XUM

Adelaide Hawley

NOW ON WEAF...

with her distinguished program for women

Monday through Saturday, 9:30–9:45 A. M.

BEFORE that happened, you could admire Hawley's show from a distance, and that's all. But now, for an interval, *you can buy it!*

Her success with New York women — plainly shown in product sales — kept her program a sell-out. Today, several Adelaide Hawley participations are available. Tomorrow, the ranks will close again—the tremendous interest in her program on WEAF and her past performances tell you so.

Study the woman. Listen to her show. It's full of life and intelligence and contrast. A warm and human part of her programs are interviews with neighbors carefully chosen from the listening audience. And celebrity guests give the show flair and glitter. But the imparting of information and news useful to the housewife is the plan of it all. Whatever the day's subject, it leads Adelaide Hawley—or rather, she leads it—to completely natural talk about the sponsors' products.

More than incidentally, she is also the leading newsreel fashion editor; seen and heard each week in the MGM News, not only by countless WEAF listeners, but also by millions of her followers throughout the nation.

Adelaide Hawley's urbane selling skill is yours to tap the rich New York market—but you'd better act fast!

Phone or write **NBC SPOT SALES**

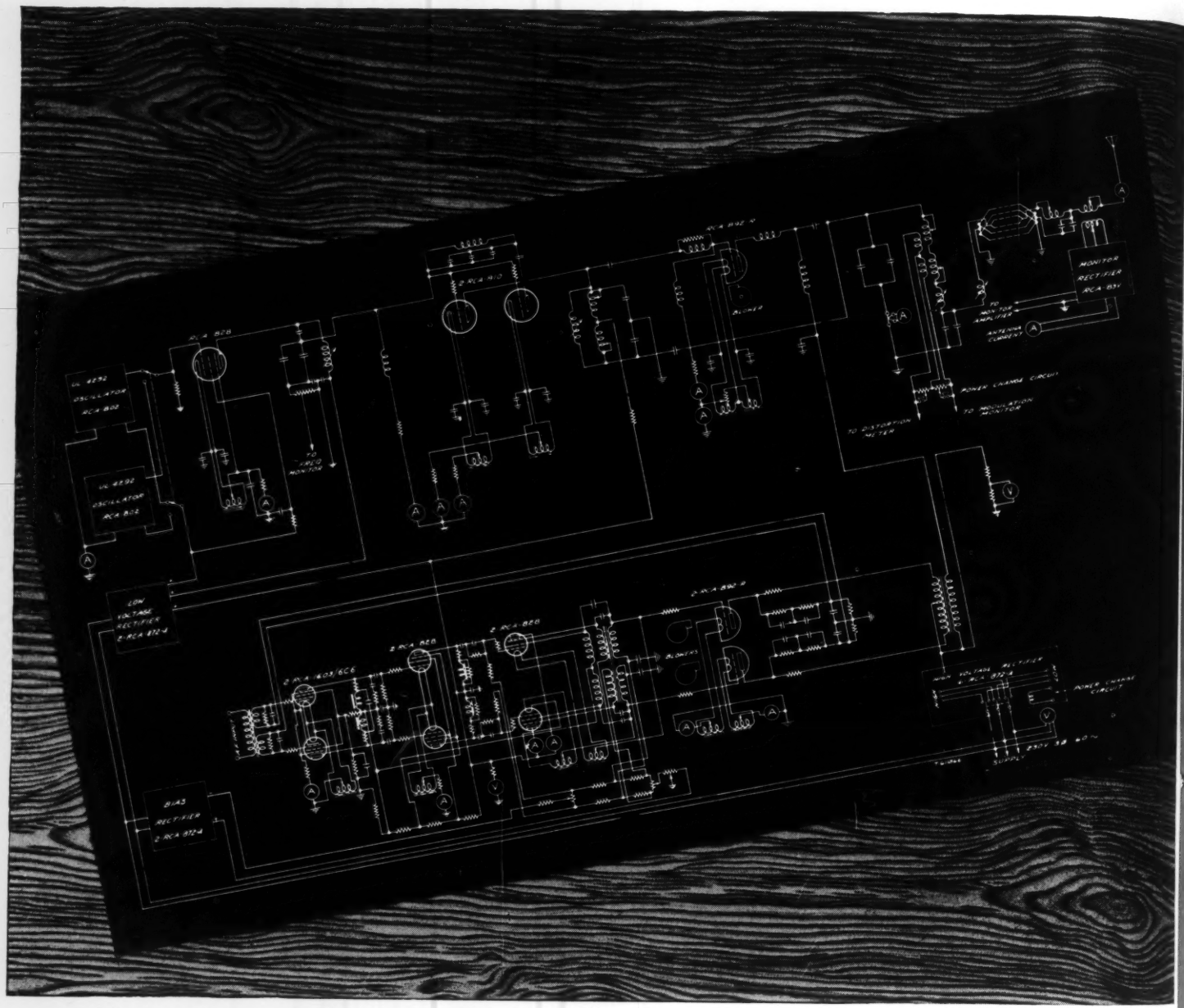
Radio City, New York 20, N. Y.

NBC's KEY STATION

Weaf

NEW YORK · 50,000 WATTS

660 on the dial



SCHEMATIC DIAGRAM FOR RCA 5E TRANSMITTER

RCA FIRSTS

HIGH-LEVEL CLASS B MODULATION

DEVELOPED by RCA engineers, and first used in RCA broadcast transmitters, Class B modulation greatly advanced transmitter design.

Class B modulators operate with tubes biased nearly to cut-off when no modulation is applied. Thus draw power only during modulation—thereby reducing power costs.

Class B modulators are easy to adjust—not critical—and provide high fidelity transmission because of inherently good characteristics.

Moreover, this type of circuit is less likely to produce cross modulation between several frequencies impressed on the transmitter at the same time. Consequently, it is freer from distortion occurring from this cause.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

BUY MORE
WAR BONDS

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

● A new rate card—effective January 10, 1944—will shortly be mailed to agencies and advertisers.

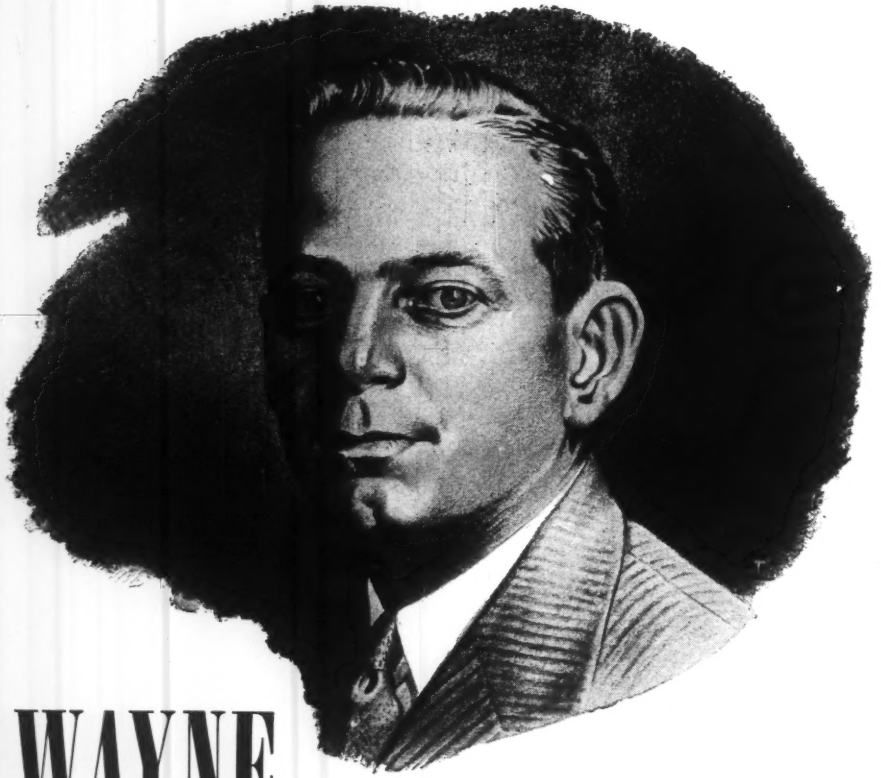
The card represents not an increase but a readjustment in the WNEW price structure. It represents, moreover, the first move by a major station to *realistically* price its time . . . without regard to custom or convention.

WNEW

NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



TUCKER WAYNE, *President, Tucker Wayne & Co., Atlanta*

Says—"Because of limitations the War has placed on other media, the flexibility and sales-ability of spot broadcasting merit more attention than ever before."

● Thanks, Mr. Wayne—that's certainly getting a lot into one short sentence. But, in addition, the War has also enormously boosted the *number of people* who are giving more time to radio than to any other media. . . .

● As pioneers in radio station representation, we would like an opportunity to prove to all you agencies and advertisers that today more than ever before you can reach *more people*—more intimately—at less cost—with spot broadcasting. Yes, and that some excellent buys are still available. Our telephone numbers are listed below!

EXCLUSIVE REPRESENTATIVES:

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WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc

FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO: 230 N. Michigan — NEW YORK: 527 Fifth Ave. Plaza 5-8244 — SAN FRANCISCO: 111 Sutter Sutter 4353 — HOLLYWOOD: 1512 N. Gordon Gladstone 4249 — ATLANTA: 122 Palmer Bldg. Main 5467

BROADCASTING and Broadcast Advertising

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Senate Hearings Favor New Radio Act

Fly Suggests That Law Settle Press Ownership

CLEAR-CUT sentiment for legislation to write into the Communications Act precise guideposts curbing FCC incursions into program control, overall business management of broadcasting and arbitrary discrimination against newspaper ownership of stations, was apparent last week at opening hearings on the White-Wheeler Bill (S 814) to revamp the existing law as well as the FCC.

With FCC Chairman James Lawrence Fly the sole witness before the Senate Interstate Commerce Committee at sessions from Wednesday through Friday, the attitude swiftly changed from one of implied opposition to new legislation, to passive support by the Commission Chairman. Mr. Fly was asked by the committee to submit proposed drafts of amendments dealing with proposed changes in the statute, with a view toward legislation at this session.

Ownership Question Up

Although Mr. Fly had not completed his testimony Friday, when the hearings were adjourned until Tuesday (Nov. 9), there were a number of significant revelations. The highly explosive question of newspaper ownership of stations, pending before the Commission for more than two years, it appeared, might be solved legislatively by Congress. Chairman Fly proposed that Congress settle the matter although he expressed doubt about its willingness to do so. Expressions from committee members appeared to be unanimous that Congress should establish the policy and the FCC should enforce it.

The dominant committee view, gleaned from the examination, was that the FCC should not attempt to exclude newspapers from ownership simply because they are newspapers. The Commission, according to this view, should decide cases on their individual merits, with such matters as "local monopoly" in public opinion taken into account.

While observers doubted whether a fully integrated bill, such as S. 814 could be passed at this session, it was thought that a series of amendments to the existing act, to spell out the limits of the FCC's authority on programming, ownership, and business aspects could be legislated. The current hearings are expected to run at least two weeks. CBS President Paley, on call for a trip to the war theatre in North Africa on a special mission for OWI, probably will testify on Tuesday or Wednesday, out of turn.

Changes Proposed

In direct testimony Wednesday and Thursday, Mr. Fly talked about everything except the provisions of the bill. On Friday, however, he did embark upon a paragraph by paragraph analysis of new provisions. Most of the first two days were devoted by Mr. Fly to a vicious attack upon NBC and CBS (leaving out the "smaller networks" as he described the BLUE and MBS) and lumping NAB in as a "stooge" of the big chains. From time to time, however, Senators White (R-Me.), co-author of the bill, and Gurney (R-S.D.), himself a former broadcaster, put Mr. Fly on the legislative track.

Aside from the highly illuminating newspaper ownership discussion, other significant disclosures of the hearing included:

Senator White said he has prepared a proposed amendment to include the "substance" of the FCC's network monopoly regulations in the pending bill, but that the Commission would be precluded, by specific language, from controlling programs or business operation of stations.

Mr. Fly said he favored three-year licenses for broadcast stations "today" in lieu of the existing two-year tenures, to provide greater stability. He also advocated some middle ground penalty less than revocation.

Chairman Wheeler (D-Mont.) said the committee would consider writing specifications into the present law to prevent the FCC from going out of bounds, but that he favored some regulation of business aspects and wanted the whole question of equal time for political discussions settled by statute.

Mr. Fly recommended that provision be made to relieve stations of liability for libel or slander for material broadcast by third parties. The licensee would be responsible for himself and his employes.

Mr. Fly proposed an amendment which would not only guarantee equal time to candidates for public office, but would spell out explicitly that the time be made available to candidates in primaries as well as in elections.

Fly Reverses Himself

Chairman Fly suggested a proposed amendment which would require stations to keep logs showing all requests for time for discussion of public issues on the part of all network or stations, with the action taken in each case.

Chairman Fly denied that he was "95% of the FCC," in answering Senator Tobey (R-N.H.). The Chairman said he had never directly or indirectly asked a commissioner to vote with him and that he never would.

Mr. Fly reversed his field several times in parrying Senatorial thrusts. He apologized for his earlier criticism of Presidents Niles Trammell and William S. Paley of NBC and CBS respectively, after he had said at the first day's session that they were making so much money that the "office boys" could run their businesses while they traipsed about Europe and Africa.

Mr. Fly denied the FCC ever had or wanted to do anything about programs or "control of the composition of the traffic". He expressed pleasure over Senator White's comment that the proposed bill would not "repeal" the network monopoly regulations, asserting that the "New York corporations" were basing their fight on that very objective.

May Call Craven

It is possible the committee will call Commissioner T. A. M. Craven, who consistently has opposed the Fly policies and the effort to arrogate more and more power to the Commission. Commissioner Craven dissented from the network monopoly regulations.

The tentative line-up, following FCC testimony is: Federal Communications Bar Assn., sponsor of numerous provisions of the White-Wheeler Bill through its president, Horace L. Lohnes, Washington attorney and Herbert M. Bingham, chairman of the Assn's legislative committee; Neville Miller, president of the NAB, who has been in open warfare with Chairman Fly for several years; representatives of individual stations who will testify as practical operators, probably including such men as Don S. Elias, WWNC Asheville, N. C.; James W. Woodruff, WRBL Columbus, Ga.; Clair R. McCollough, Mason-Dixon Group, Lancaster, Pa.; Nathan Lord, WAVE Louisville; G. Richard Shafto, WIS Columbia, S. C.; and J. Leonard Reinsch, WSB Atlanta, and manager of the Governor James M. Cox stations.

Others tentatively slated are an official of the American Federation of Labor, which recently adopted a resolution supporting amendments of the law; CBS, through

FCC CHAIRMAN James Lawrence Fly faced this formidable array of Senate Interstate Commerce Committee members as hearings opened last Wednesday on the White-Wheeler Bill. (l to r) Gurney (R-S.D.), former operator of WNAX Yankton; Hawkes (R-N.J.), president of Congoleum-Nairn Inc. and former president of the United States Chamber of Commerce; Moore (R-Okla.); Reed (R-Kan.); Chairman Wheeler (D-Mont.); White (R-Me.), who with Chairman Wheeler authored the bill; and Clark (D-Ida.). Others present, but who were not caught by the camera were Tunnell (D-Del.); Brooks (R-Ill.); Tobey (R-N.H.); and Shipstead (R-Minn.).

President Paley, or Paul W. Kesten, executive vice-president; Frank E. Mullen, vice-president and general manager of NBC, in the absence of President Trammell, who is in the war theatre; the Newspaper Radio Committee through Sydney Kaye, New York attorney, or Harold V. Hough, Ft. Worth, committee counsel.

The first three days of hearings were punctuated by colloquies between Chairman Fly and Senators White, Gurney and Hawkes (R-N. J.), a first termer with an excellent business background as president of Congoleum-Nairn Inc., and former president of the U. S. Chamber of Commerce.

Chairman Wheeler, to observers, appeared to help Mr. Fly over the humps, and on several occasions read prepared questions for which Mr. Fly appeared to have ready answers. These dealt largely with allegedly excessive earnings of stations, which Senator Wheeler said he understood in some instances amounted to twice the invested capital annually, and to the quality of time issue which for years has been a pet topic of the Montanan.

NAB Group Meets

Senators present during the first three days of the hearing were: Chairman Wheeler, D. Worth Clark, Ida.; James M. Tunnell, Dela. Ernest W. McFarland, Ariz., Democrats; White, ranking minority member and co-author of the bill; Henrik Shipstead, Minn.; Tobey; Clyde M. Reed, Kan.; Gurney; C. Wayland Brooks, Ill.; Hawkes; E. H. Moore, Okla.; Warren R. Austin, Vt., Republicans.

The day before the hearing opened, the NAB Legislative Committee, at the call of President Miller, met in Washington with three of its 10 members absent. James D. Shouse, Crosley, Cincinnati; Ed Yocum, KGHL Billings; and Clair R. McCollough, Mason-Dixon Group, Lancaster, were unable to attend either because of previous commitments or transportation difficulties. The committee reviewed the situation with President Miller, Robert T. Bartley, director of war activities of NAB and Karl A. Smith, NAB legislative counsel.

After comparing the White-Wheeler Bill with the old Sanders Bill (HR-5497), which died in committee last year after two and a half months of hearings, Chairman Fly broke into a tirade against NBC, CBS and NAB. Declaring that the greatest interest is in "network regulations" Mr. Fly asserted:

"The networks are still operating and this may shock this committee but the networks are making more money today than they've ever made." Pressed by Senators Reed and Wheeler as to whether the FCC regulations were responsible for that increase in business, the FCC head replied: "It is consistent with the assumption that the regulations have made for a healthy condition. I do not take the position that the regulations increased profits."

He referred to NBC and CBS as "the two major networks making the most money today. The president of each has seen fit to go off to Africa and parts unknown. The office boy can take in the money," said Mr. Fly, emphasizing that the "two major networks" have "sold out their time."

"These two big networks want to get back into monopolistic practices. They want to control radio in this country," he stated. Then he took a dig at advertising agencies, when Senator Wheeler asked if the large advertisers or net-

(Continued on page 62)

Gov. Acuff?

LIKE Sen. W. Lee O'Daniel who yodeled his way into the Governorship of Texas a few years ago, Roy Acuff, star of the WSM Nashville *Grand Ole Opry* may fiddle himself into the Tennessee gubernatorial seat in 1944. Friends of the popular hillbilly have filed with the Tennessee Democratic State Chairman a petition placing Acuff's name in nomination for Governor. The *Grand Ole Opry* is sponsored on NBC Saturday nights by R. J. Reynolds Tobacco Co. for Prince Albert.

Earl Glade Elected Salt Lake City Mayor

EARL J. GLADE, vice-president of KSL Salt Lake City and former chairman of the NAB Code Committee, last Tuesday was elected mayor of Salt Lake City for a four-year term. In his first political venture the broadcaster, a nonpartisan, defeated Ab Jenkins, incumbent.

103 Million Dollars in Time, Talent Given War by Radio

New OWI Compilation Shows Part Industry Plays In Donating Facilities for War Campaigns

YEAR-ROUND cooperation given by the broadcasting industry to war information campaigns scheduled through the Radio Bureau now exceeds 103 million dollars, the OWI estimated last week. The figure is based on the net value of time and talent donated by networks and stations.

In presenting its estimate, the Bureau revised a figure of 86 million dollars given last January. The new estimate does not include million of dollars in time and talent voluntarily contributed by stations and sponsors aside from OWI commitments, the Bureau asserted.

Nets Give 43 Millions

The revised figure includes an estimated total of nearly 43 million dollars for the value of network programs carrying war messages under the Network Allocation and Special Assignment plans. Commercial programs in the National Spot plan accounted for $1,433,000 and local station time and talent for local war programs, government transcriptions and OWI announcements aggregated more than 59 million dollars net.

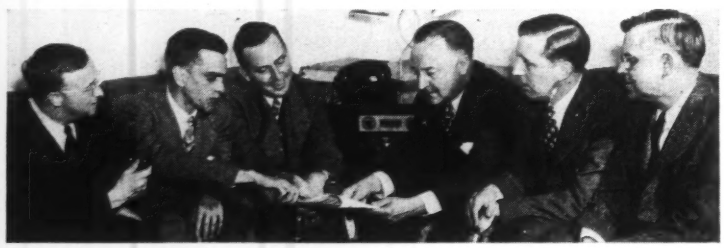
A breakdown of the estimate by OWI radio facilities follows:

In computing the value of time and talent, the Bureau explained, OWI based its estimates on card rates after deducting maximum quantity and frequency discounts and adding average talent costs on basis of 30% of gross time cost for evening shows, 20% of gross time for daytime, sustaining, spot and local shows.

The Bureau estimated that 7,500 network programs are scheduled for war messages during the year under the Network Allocation plan. Under the National Spot plan, 2,500 regional and spot programs are slated. Under the Special Assignment plan 2,500 network programs are assigned.

A total of 3,280,715 separate one-minute announcements are broadcast annually under the Station Announcement plan. In computing the value of local war programs, it was estimated the average station contributes $1200 a week in time and talent. This classification includes programs cleared through OWI regional station relations offices.

Net Allocation	$ 32,223,000
Net Spot Allocation	1,433,000
Special Assignment	10,741,000
Station Announcement	17,065,000
Local War Programs and Transcriptions Initiated By Stations, OWI, and Government Agencies	42,120,000
TOTAL	$103,582,000



WASHINGTON NEWS BUREAU has been set up by the George A. (Dick) Richards stations (WGAR Cleveland, WJR Detroit, KMPC Beverly Hills) in conjunction with the WMAL Washington news department to supply the three stations with news of specific interest to supplement and tie-in with local newscasts. Attending Washington meeting last Thursday to make the arrangements for the service were (l to r): Ralph Worden, news editor of WGAR Cleveland; William Neel, chief of the WMAL news staff; John F. Patt, WGAR general manager; Leo Fitzpatrick, vice-president and general manager of WJR Detroit; Eugene Carr, assistant to the president, George A. Richards; and George Cushing, WJR news editor. The news bureau plan, effective Nov. 8, operates on an assignment basis, the WGAR-WJR-KMPC news editors requesting the news that they desire as it affects the specific area in which their station is located. Scripts and interviews with Congressmen and others in the news, as well as local men currently in Washington, also will be handled at WMAL. Plans for the cutting of interview or other transcriptions are still undecided. No specific members of the WMAL staff have been designated to handle assignments, but WMAL news chief Bill Neel will be responsible for overall service.

SHOP EARLY, ASKS N. Y. STORE DRIVE

IN A JOINT effort to avoid postal, transportation and manpower break downs during the coming Christmas season, 33 department stores in New York have banded together to conduct a campaign urging New Yorkers to do their shopping and mailing well before the holidays. Retail Dry Goods Assn. is the nucleus of the drive, which was started at the instigation of Office of Defense Transportation, War Manpower Commission, and the office of the Postmaster General. Group represents 14 NRDGA members and 19 non-affiliated stores. Young & Rubicam, New York, is agency.

Starting Nov. 7 and through Nov. 27, the committee will run a total of 800 transcribed 20-30 second station breaks at the rate of about 270 a week on seven New York stations: WJZ WOR WHN WNEW WMCA WQXR and WAAT Jersey City. Individual stores do not receive credit in the announcements.

Mantle Lamp Spots

MANTLE LAMP Co., Chicago (Aladdin Kerosene Lamps), on Nov. 1 began sponsorship of a staggered schedule of quarter-hour transcriptions featuring Smiling Ed McConnell on the following stations: KFBI WNAX WMT WHO WDZ WTAD WDGY WFBR KFYO KDLR WPTF KARK KMMJ KFAB KTHS KILO KMBC KSD WFAA WSM KVOO KFYR WDAY KFEQ KWKH WMC KWTO; and a series of six spot announcements daily on KMA WIBW. Contracts are for eight to 13 weeks. Agency is Presba, Fellers & Presba, Chicago.

NAB Shelves Plan to Settle Record Rights

Sarnoff and Paley Confer With Petrillo

THE NAB music steering committee took no action on a proposal that the broadcasting industry association join RCA, CBS and the American Federation of Musicians in a campaign for legislation that would recognize the continuing rights of a record manufacturer or recording artist beyond the point of sale. This action followed a week of bitter negotiating, during which AFM counsel threatened to ask the Government to take over radio.

At a closed conference between representatives of RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio Recording Division, on the one hand, and the AFM on the other, under the auspices of the War Labor Board panel which on Wednesday resumed its hearings of the dispute between the companies and the union, David Sarnoff, president of RCA, and William S. Paley, president of CBS, revealed the failure of their proposal to the industry association.

Control of Records

Mr. Sarnoff and Mr. Paley at an earlier meeting with the union and the panel in mid-October had admitted that the union had a problem in the present lack of control of the use of records, but had stated that the record manufacturers were also concerned over the uncontrolled use of their products. The company presidents suggested that they and the union join forces with the NAB to secure an amendment to the copyright law which would give them the power to license commercial users of their products, chiefly juke boxes and radio stations.

But when they presented this proposition to the NAB, Mr. Sarnoff and Mr. Paley were, to quote Mr. Petrillo, "kicked around like a football".

Despite the "amicable discussion" of the recording dispute in the Thursday afternoon session and a similar conversation between President Paley, Sarnoff and Petrillo alone in the union leader's New York office on Friday afternoon, neither side had yielded from its stand on the principle of the payment of royalty fees direct to the union.

In the opening session of the hearings on Wednesday, Ralph Colin, CRC counsel, declared that the principle established by the union and accepted by some record and transcription companies goes far beyond recordings or radio and affects all American industry. CRC, RCA and NBC, he declared, as "the only companies not yet slugged into submission," will fight it "until the board tells us we are wrong."

Mr. Petrillo, in an eloquent presentation of the union's case, declared that the musicians "have played their own funeral for the last time" and that they will not create their own mechanical competition unless the employers recognize the rights of the musicians displaced because of that competition.

AFM's Big Club

The union leader brought radio into the picture in an oblique reference to the possibility of a strike against the networks when he said that the AFM has "the biggest club any labor organization ever had", adding that "we don't intend to use it". This secret weapon was conceded to be the expiration of the network contracts with the AFM locals in key cities early next year. Negotiations for new contracts were halted by order from the national AFM and it is not expected this order will be rescinded so long as the recording companies affiliated with NBC and CBS continue their opposition to the union.

AFM counsel, Joseph A. Padway, who charged the NAB with "always wanting to fight," asserted that if a fight is provoked between the broadcasters and the AFM, the union might adopt the defense tactics of asking the Government to take over part, if not all, of American broadcasting.

Mr. Colin issued the following statement Friday:

An article in the *New York Times* this morning misstated certain facts relative to the recording situation. It indicates that statements made by Messrs. Sarnoff and Paley, on behalf of the record companies and the broadcasting networks, are at variance with action taken and statements made by the music steering committee of NAB.

This is not the fact. Messrs. Sarnoff and Paley stated that they recognized the existence of possible equities in the record companies and in others to have the right to control the public performance of records through the enactment of a copyright law or otherwise.

The statement issued by the steering committee of the NAB expressed no views whatsoever on this proposition. What that statement did say is that the committee did not favor and could not approve a payment for any purpose or in any form, directly or indirectly, to the AFM.

These views are shared by Messrs. Sarnoff and Paley and their companies. That is why these hearings are continuing. The question of a copyright law or other control of public performance of records was considered by the NAB committee. Some of the members of the committee were in favor of such control and shared the views of Messrs. Sarnoff and Paley. Some of the members of the committee did not share those views. Because of that difference of opinion within the NAB committee, the sterring committee made no statement on that point.

Hearings before the tripartite panel were resumed last Wednesday morning at the New York State Mediation Board headquarters in New York City, with Ralph Colin, of Goldmark, Colin & Kaye, counsel for CBS, and Robert P. Myers, assistant general counsel of RCA, jointly handling the presentation of the case of RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio-Recording Division. Joseph A. Padway, general counsel of the American Federation of Labor, and Henry A. Friedman, AFM attorney, represented the union.

WLB panel members were those who had heard the earlier presentation of evidence when the complaining parties included seven transcription companies, all of whom but NBC have subsequently signed with the AFM. Arthur S. Meyer, representing the public, is chairman; Gilbert E. Fuller is the industry representative and Max Zaritsky represents labor on the panel.

Mr. Colin read a telegram the three recording companies had sent on Tuesday to William H. Davis, WLB chairman:

"We believe that you have, or will shortly have, before you a report from the panel consisting of Messrs. Meyer, Zaritsky and Fuller in the matter of Electrical Transcription Manufacturers and the AFM. That report will deal with agreements reached by certain of the transcription companies and one record company on the one hand with the musicians' union on the other. As you may know, the undersigned two record companies and one transcription company have reached no agreement with the union and intend to proceed with a hearing on the merits

(*Continued on page 70*)

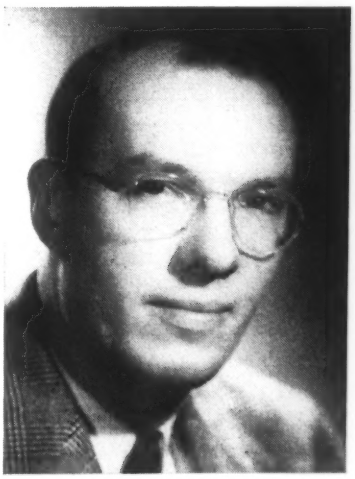
Morrie Pierce Is Hero of Navy Coup

WGAR Chief Engineer Devised Plan Used To Get Ships

WITHOUT ever having donned a uniform, R. Morris Pierce, chief engineer of WGAR Cleveland, on leave with OWI, looms as one of radio's war heroes. By no less a personage than Admiral Sir Andrew Browne Cuuningham, the British Commander in the Mediterranean, "Morrie" Pierce is credited with having been largely responsible for the surrender of the Italian Navy.

Morrie, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters in Algiers since last May, rigged up a hay-wire transmitter, tuned it down to the international distress frequency of 500 kc., and broadcast the surrender terms to the Italian fleet. It is ironical that another practical broadcaster—Comdr. Harry C. Butcher, former CBS vice-president in Washington —"accepted" the Italian fleet upon its surrender last September in the name of Gen. Dwight D. Eisenhower, commander-in-chief in the campaign. "Butch" is the general's naval aide.

Reports are going the rounds in Washington that Morrie will be cited, or perhaps even decorated, for his achievement. He couldn't be found last Friday, though he was in Washington. His innate modesty is such that, despite frequent conversations with his friends and associates here and in Cleveland since he has been on leave, he hasn't even told them about the development. The news came over the BBC when Admiral Cunningham said that "an American engineer" accomplished in a few minutes what he himself had been trying to do for three years. Morrie is to return to North Africa shortly. He told the story of his job in a by-lined piece in the Oct. 25 BROADCASTING, mentioning the fleet's surrender, but stripped of all the dramatic details.



MR. PIERCE

Here's the way the *Cleveland Press* tells of Morrie's genius in a front-page story last Friday, written by Bertha Wellman:

"When Admiral Cunningham saw the Italian ships come steaming into Malta he turned to his chief of staff in astonishment. 'Tell the Americans,' he said, 'they've accomplished in one day with propaganda what I've been trying to do with the Navy for three years'."

When Morrie was contacted by telephone in Washington by the *Cleveland Press* writer, he said: "It was just a job, in the normal

(*Continued on page 71*)

FCC Calls Post-War Technical Session

Cooperative Inquiry Into Allocations to Be Planned Nov. 17

FOLLOWING Senate approval three weeks ago of the Wheeler-White-MacFarland Resolution for an Interstate Commerce subcommittee investigation of international communications, Chairman James Lawrence Fly of the FCC last week announced the Commission had invited members of the BWC, the Interdepartment Radio Advisory Committee (IRAC) and representatives of the Radio Technical Planning Board, including its 13 panel chairmen, to meet with the Commission. The group will plan organization and procedure for cooperative study of the problems of frequency allocations and systems standardization.

Mr. Fly, flanked by E. K. Jett, FCC chief engineer, called a special news conference last Wednesday afternoon at which he outlined generally the conditions making necessary an accelerated study of the whole problem. He explained that the Nov. 17 meeting would be a "get acquainted" meeting at which the group would "get bearings, direction, and dig in for hard, useful and significant work."

Industrial representation is through the RTPB, sponsored jointly by the Institute of Radio Engineers and the Radio Manufacturers Assn. RTPB panels, with chairman and vice-chairmen so far appointed are as follows: Spectrum Utilization, A. N. Goldsmith, R. H. Manson; Frequency Allocation; High Frequency Generation, R. Wise, H. Argento; Standard Broadcasting, H. S. Frazier, VHF Broadcasting, G. E. Gustafson, C. M. Jansky; Television, D. B. Smith, I. J. Kaar; Facsimile, J. V. L. Hogan, C. J. Young; Radio Communications; Relay Systems, E. W. Engstron, R. Brown; Radio Range, Direction and Recognition, W. P. Hilliard, C. G. Fick; Aeronautical Radio; Industrial, Scientific and Medical Equipment, C. V. Aggers, H. B. Marvin; Police and Emergency Service.

IRAC is composed of high-ranking communication officers of interested Government agencies and the military services. FCC Commissioner T. A. M. Craven is chairman. IRAC, which functions as a committee of the BWC, is responsible for allocation of frequencies for Government services, while the FCC assigns frequencies for civilian services.

New Channels

While the uses of radio have broadened tremendously under impetus of both normal and war research, Chairman Fly pointed out, a parallel development has opened up higher frequencies for practical use, although demands for new channels have outstripped the solution of technical difficulties involved.

Conflict between greatly increased Government requirements for radio facilities and demands of commercial television, relay broadcasting, FM, etc., make it essential that all interested parties have a part in working out the problem cooperatively, said Mr. Fly.

The FCC considers the present usable range of the spectrum as 10 to 30 million kc, although highly secret experimental operations are going on in much higher frequencies, with 300,000 kc considered the approximate limit of the present useful range, according to Messrs. Fly and Jett.

Grouped within relatively narrow bands toward the lower end of the "useful" spectrum, as for example the standard broadcast range of 1000 kc, between 550 kc and 1550 kc, radio services competing for channels are too crowded for the most useful economic as well as technical exploitation. Thus the FCC's planning, together with that of IRAC, is concerned with determining the relative needs of all civilian and military services.

Television may move up higher where color transmission on wider channels is possible and FM may get additional space in the ultra high frequency band, Mr. Fly said. Radio relay systems, which may operate around 1 million kc, have great economic possibilities, although the use of coaxial cables may be more economical in certain instances, he added.

International television is not looked for in the near future, according to Mr. Jett, but receiving sets with screens up to 20 inches may be available reasonably soon after the war.

When domestic allocations and standards are determined, international agreements will be proposed through the State Department looking to adoption by other countries of our channel assignments and standards, he said. This would enable American manufacturers to market equipment abroad, but more important it would safeguard high-frequency channels which might be assigned for safety devices.

TOUCH OF TEXAS goes with Charles C. Shaw (r), KTSA San Antonio news editor, as he leaves for his new post as a CBS correspondent at the London Office. George W. Johnson, general manager of KTSA presents the commentator with Texas ranchers hat.

While it is necessary for the various groups studying technical aspects of radio and television to work without benefit of the secret developments of war research, much can be accomplished, Mr. Jett explained, because of the similarity in the characteristics of all high-frequency channels. A difficulty in fullest utilization of developments in use of higher frequencies is the lag in perfection of transmission systems, he said.

FM is not destined to become the "standard" broadcast of the future, despite its advantages of high fidelity and in elimination of noise, Mr. Jett believes, because listeners in primary areas of many powerful stations get highly satisfactory reception, and would not likely care to change to FM exclusively. Neither will 60 million standard radio receiving sets be discarded quickly in any event, he added.

Allen Back Dec. 12

AFTER a five-month absence, Fred Allen is returning to the *Texaco Star Theatre* on CBS Dec. 12, thus beginning his 12th year of network broadcasting and his fourth year under sponsorship of Texas Co., New York. Last heard on the show June 28, Allen has been resting under doctor's orders, although for the past month or so he has been in Hollywood working on a motion picture. The first few programs will probably originate from the West Coast. Program is heard Sundays, 9:30-10 p.m., on the full CBS and until Allen's return will star James Melton. Agency is Buchanan & Co., New York.

CBS in North Africa

COMDR. HARRY BUTCHER, naval aide to Gen. Eisenhower and vice-president of CBS, was one of the first to greet his fellow CBS employe, Robert W. Carpenter, when he arrived at Allied Force Headquarters as assistant field director of the American Red Cross. Among other "alumni" in the North African Theatre are John Daly, CBS announcer, and William S. Paley, president of the network who is expected at Headquarters soon in connection with his assignment with the Office of War Information. Carpenter, now on leave from his position as account executive with CBS St. Louis, has been with the network ten years.

Bu-Tay Placing

BU-TAY PRODUCTS. Los Angeles (Raindrops, detergent), on Nov. 1 started for 13 weeks six participations weekly on KXL Portland, with daily announcements on KTFI Twin Falls, Ida. Firm uses daily participation on KTAR Phoenix, and weekly on KFRC San Francisco, as well as KHJ Hollywood. A varied announcement schedule is used on KVOA Tucson; KFRE Fresno; KVRS Rock Springs, and KUTA Salt Lake City. Glasser-Gailey & Co., Los Angeles, has the account.

Revised Disc Code For AFRA Signed

One Year Contract Provides Increased Minimum Wages

SCALE to be paid members of the American Federation of Radio Artists for work on transcribed programs is raised to a parity with the scale for network programs under the new AFRA transcription code, agreed to last week by the union and the transcription companies, advertising agencies and independent producers of transcribed programs.

New agreement, which runs from Nov. 1, 1943, to Oct. 31, 1944, eliminates the Class B Recordings, which carried a lower scale of wages but whose use was limited to a single sponsor on not more than three stations with power of 1,000 watts or less, restrictions which practically eliminated this classification from the beginning.

Minimum scale for actors and announcers on commercial transcriptions, either custom-built or open-end, runs from $4 for one-minute announcements to $38.50 for one-hour programs, with rehearsals at $6.60 per hour. Previous minimums started at $2 for a one-minute announcement and ran to $28 for 60-minute shows, with rehearsal time at $6 per hour. Rates for singers, either groups or soloists, are similarly increased, both for commercial and library recordings.

Minimum wages for sound effects artists, not covered in the previous agreement, are now set at a minimum of $7.50 per hour for freelance work. Minimum salary for staff employment on a 40-hour, five-day week basis, is set at $300 a month for the first six months, $350 a month for the second six months and $400 a month thereafter. Staff employment is on the basis of a 13-week continuous non-cancellable guarantee.

All increases are subject to the approval of the War Labor Board retroactive Nov. 1.

Split Timing

SPLIT TIMING for the NBC Amos 'n' Andy Show has been assured with installation of what the black-face comics have dubbed the "Where-Is-I-At" system in the Hollywood studios. The boxed electrical device to transmit producer's "speed-up" and "stretch" directions via colored lights was suggested by the black-face pair and is placed at base of the microphone. Red light indicates the pair are running over-time. Green means they are ahead. White signals, "on the nose". A. H. Saxton, NBC western division chief engineer, put the idea into working form. Device has worked so successfully that NBC may use it on all programs where timing is essential.

Read Drug Stores . . . exclusive!

Known the country over as smart merchandisers, Read Drug Stores can give you the answer on how to sell drugs *in* Baltimore. They use W-I-T-H exclusively. Four news spots a day. This is their second year on the station that's listened to in Baltimore.

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

WMCA Application Is Filed With FCC

Early Action Is Requested Due to Dec. 5 Deadline

APPLICATIONS were filed simultaneously last week at the FCC for transfer of WMCA from Edward J. Noble, new owner of the BLUE Network, to Nathan Straus, former United States Housing Administrator and president of Nathan Straus-Duparquet Inc., and to transfer the license from Mr. Straus to Cosmopolitan Broadcasting Corp., formed by Mr. Straus with Davega-City Radio Inc., New York, to own and operate WMCA [BROADCASTING, Nov. 1].

The sale to Mr. Straus is conditioned upon results of the suit now pending in the New York State Supreme Court by Donald Flamm, former owner of WMCA, for rescission of the sale of the station to Mr. Noble in January, 1941.

Phillip Handelman, of Handelman & Ives, attorneys for Donald Flamm, said a petition to intervene in the proceedings would be filed with the Commission early this week.

Corporate Plans

Mr. Straus has 800 shares or approximately 60% of the 1350 issued by Cosmopolitan with a par value of $100, and Davega has the remaining 550. 6,750 shares of capital stock are authorized. Mr. Straus received $170,000 cash and the 800 shares for his contract with Mr. Noble, which calls for a total of $1,255,000 to Mr. Noble.

According to the plan presented in the application to the FCC, upon approval of sale by Mr. Noble to Mr. Straus of all issued and outstanding securities of WMCA Inc., except such debentures as may be acquired from Mr. Noble by WMCA Inc., Cosmopolitan would dissolve WMCA Inc. with all debts and financial obligations paid or provided for by Mr. Noble before dissolution.

Securities of WMCA listed are $677,158.20 par value 6% debentures due Dec. 31, 1960; 26,775 shares of $13.00 par value 5% cumulative preferred stock; 8,925 shares of $1.00 par value common stock.

Officers and directors of Cosmopolitan Broadcasting Corp. are Mr. Straus, president, Charles H. Clark, vice-president, Herman M. Stein, secretary-treasurer. Other directors are Monroe Goldwater, New York attorney for Davega; Abram Davega, vice-president and advertising manager of Davega; John F. Brennan, legal associate of Mr. Goldwater, who is serving only until the return to New York of Helen S. Straus, wife of Nathan Straus, who will replace him at that time.

Mr. Straus, in addition to acting as honorary chairman of the United Palestine Appeal and co-chairman of the United Jewish Appeal, is interested, as is Mrs. Straus, in numerous civic and philanthropic activities.

Mr. Stein is president and general manager of Davega-City Radio, a director of Sterling National Bank & Trust Co., New York and the Aircraft Screw Products Co., Long Island City, a member of Lynbrook, L. I., ration board, trustee of Temple Israel, Lawrence, L. I., and active in many other civic and philanthropic activities.

Abram Davega is president of Richardson Specialty Co., a family holding corporation.

Mr. Stark, vice-president in charge of sales of WMCA, was formerly in the production department of J. Walter Thompson Co., New York, account executive of Lennen & Mitchell manager of Radio Sales, sales director of WNEW and assistant sales director of WHN. He joined WMCA in 1939.

Mr. Goldwater received the Master of Laws degree from New York U. in 1907 and has practiced in New York since then. He now heads the firm of Goldwater & Flynn.

The FCC has been requested to expedite consideration of the Noble-Straus transfer to meet a deadline of Dec. 15 after which, according to the contract, the deal is off.

Craven Sees Stiffer FCC Regulation

Points to Danger FCC Will Go Deeper Into Program Field

GOING to the mat with his colleagues of the FCC who have advocated various panaceas for freedom of radio without resorting to a change in statute, Commissioner T. A. M. Craven last Tuesday called upon Congress to settle the whole controversy by writing a new law now.

In addressing the Administrative Law Section of the District of Columbia Bar Assn. in Washington Tuesday night—a day before FCC Chairman Fly appeared before the Interstate Commerce Committee in opposition to the pending White-Wheeler Bill,—Commissioner Craven took apart the various theories and philosophies advanced by members of the Commission, largely dealing with the belabored free speech topic. Whereas Commissioners Fly and C. J. Durr heretofore have assailed the industry for failing to assume its obligation, Comdr. Craven defended current practices and called upon Congress to stop the trend toward program control by the FCC.

Commissioner Craven's address won not only the applause of his legal audience, but drew from George Maurice Morris, retiring president of the American Bar Assn., a spontaneous tribute from the floor. The distinguished lawyer complimented Comdr. Craven on his strong defense of the guarantees of the Bill of Rights. He said it was the first time he had been privileged to hear a public official advocate less, rather than more, power for a Federal agency on which he sat.

Recognition also was given the Craven address by Senator Walter F. George (D-Ga.) last Wednesday when he had printed in the *Congressional Record* the text of the Commissioner's address.

"I believe the address will be found well worth reading by every member of the Senate who is interested in the problems involved in the radio as a means of spreading knowledge and information," Senator George said. "The address deals with certain controversial questions, but in a very constructive way."

Whereas Chairman Fly, in testimony before the Senate Committee, belittled the interpretation based upon the Supreme Court opinion in the network cases as giving the FCC "control of the traffic", Commissioner Craven held the contrary. He asserted the opinion implies that the Commission has the power to regulate the composition of the licensees' traffic.

"With such an interpretation of the present law governing the Commission," Comdr. Craven said, "it is not unreasonable to expect that the FCC may soon proceed further into the realms of regulation of the composition of the traffic."

After enumerating the various controversies about radio programming, which he laid largely at the doorstep of the Commission, Comdr. Craven said he believed the time has come for Congress to settle down. "No one else can adjust the matter without either usurping power or else invading the realm of free speech, or both," he said. "As both a member of the FCC and a citizen of the United States, I urge the Congress to enact legislation which guarantees to the public of this country a 'free radio'."

In his address, which essayed to answer all of the questions raised about broadcast operations touching upon a "free radio" and discussion of controversial issues, Comdr. Craven said the criticism of some aspects of broadcasting is so persistent today that Congress may find compelled to specify what steps broadcasters may or may not adopt in meeting the demands for access to the microphone.

He said it was practically impossible to provide positive equal rights of access and that the best that could be achieved in practice is to make more opportunities to establish competitive stations. If, in any new law, the broadcaster is to be prohibited from censoring, he should be relieved from responsibility for libel or for other violations of ethics which he is not empowered to control.

Must Have Control

"If we desire to hold the licensee responsible for what is uttered over his station, we must concede that he should have the right to control such utterances," he declared. "On the other hand, if it is desired to limit such control, it would seem only fair that the licensee's responsibility be limited in proportion."

Calling for a radio as free as the press, even though the two media may not be absolutely comparable, Comdr. Craven said a prerequisite is that radio should have freedoms such as the press enjoys under the Bill of Rights. If the Commission's regulatory power over "composition of the traffic", is combined with its licensing power, Comdr. Craven said it is "inevitable that radio licensees would recognize this power and consequently, would interpret mere opinions of members of the Commission as edicts and possibly would curry favor by presenting views which conformed to the desires of government officials. Such a condition means that radio inevitably would become the Voice of Government. This is not a free radio. Consequently, government regulation of the composition of radio traffic does not constitute a solution to the radio problems of today."

Post-War Openings

Alluding to the various panaceas offered, Comdr. Craven said many of them were contradictory to one another, despite the fact that all of the proponents intend to defend the Bill of Rights. He observed that after nearly 25 years of splendid service to the nation, broadcasters were again faced with the controversy.

Emphasis has been placed upon the alleged lack of opportunity to enter the radio field as compared with the so-called free opportunities to establish a newspaper, as the basic reason for the controversy, he

(Continued on page 60)

LARGEST ADVERTISING contract in history of wall paper cleaner industry was signed by C. McVicker, president of Kutol Products Co., in presence of Charles M. Robertson Jr., president and radio director of Ralph H. Jones Co., and Kathryn Hardig, agency timebuyer. Contract provides for extensive use of radio to promote newly developed "Cincy" cleaner. The 12 stations carrying the Kutol program are: WMAQ WLW WTAM WJR WGL WOOD WFBM WROL WINN WTCN KDKA KOMO.

XUM

DAY and NIGHT

IN

TOWN and COUNTRY

MORE PEOPLE

WITH

MORE SPENDABLE INCOME THAN EVER BEFORE

IN OKLAHOMA AND BONUS PLUS COUNTIES in KANSAS, MISSOURI and ARKANSAS

listen to KVOO

than to any other Radio Station

NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, INC.

CBS News Policy Called Safeguard

Kesten Says Audience Insured Of Unbiased News Reports

THE CBS news policy against opinioned news analysis guards the newsman against three dynamic forces—government, business and broadcast management and insures the audience of unbiased news, Paul Kesten, CBS executive vice-president, told 200 radio and agency executives at a luncheon meeting of the Radio Executives Club in New York last Thursday.

Mr. Kesten, who appeared at the invitation extended three weeks ago by the club when Chairman James Lawrence Fly, in a prepared address before the REC lashed out at the CBS policy, hastened to add that in naming the three pressures that he was not referring to "Mr. Fly and the FCC or specifically to any sponsor or any broadcast management."

Avoiding Bias

"Abandon the principle that the newcaster must keep his broadcasting free from bias," Mr. Kesten said, "and how can you guard against the pressure to slant news to favor the interest of his employer or of his sponsor . . . and with broadcasters dependent on the commission for frequent license renewals, what would protect the news from gradually acquiring the complexion of whatever party was in power and whatever administration prevailed."

To critics who have publicly contended that newcasts must necessarily in some way carry editorial bias of the writer, Mr. Kesten stated that "this criticism struck us as a blow to the integrity of news dissemination in America. It was as if judges said they could not explain the law to a jury without slyly hinting at the verdict they favored. It seemed to me that the very people who should be proud of their balance and intellectual honor and analytical powers, were telling us that they were unreliable and untrustworthy."

Mr. Kesten said the record shows that the more critical the subject the more scrupulous was the analysis, to avoid prejudice.

"CBS has never asked an analyst to conceal his thought, only to separate factional pleading from thinking," he said. "The clearer the thinker the easier the separation proves to be. Our analysts came to us with a mutual understanding that their job was to clarify and illuminate the news and not to crusade for any particular opinions that they might hold."

Conceding that a controversial commentator will, for a time, get a high Hooper or Crossley, Mr. Kesten said "CBS policy protects the democratic process of free speech."

AWARD WINNER

DICK KEPLINGER, announcer of KOMO, NBC outlet in Seattle, is national winner of the 1943 H. P. Davis Memorial Announcers' Award and receives the gold medal and $300 in cash. News of the national and four section winners was announced Tuesday evening on a special NBC broadcast.

Pat Kelly, NBC manager of announcers, introduced William S. Hedges, NBC vice-president in charge of stations, who gave a brief history of the competition and presented Mrs. S. B. Rockwell, daughter of Mrs. H. P. Davis and the late Mr. Davis.

Regional Winners

Established in 1941 in memory of Mr. Davis, the competition is conducted for staff announcers of NBC affiliated stations under the direction of Marjory Stewart, director of the Microphone Playhouse, Pittsburgh.

The four time zone winners, who received engraved signet rings, were: Don Lyon, WSYR Syracuse; Orval Anderson, WFAA Dallas; John M. Woolf, KDYL Salt Lake City, and Herb Allen, KFI Los Angeles. For the first time, the Davis Awards were extended to include the naming of announcers whose work the judges deemed worthy of "honorable mention" certificates. These were:

Eastern Zone—Ben Grauer, WEAF New York, and Paul Shannon, KDKA Pittsburgh; Central Zone—Jim Todd, KVOO Tulsa, and Wally Mehrling, WIRE Indianapolis; Mountain Zone — Jimmy Powell, KTAR Phoenix, and Steve Robinson, KOA Denver; Pacific—John Grover, KPO San Francisco.

Shell in Northeast

SHELL UNION OIL Corp., New York, is conducting a five-week campaign of minute announcements and local programs of varying length on stations in New York state and New England. No further details are available from J. Walter Thompson Co., New York, agency in charge.

WPB Group Offers Balanced Distribution Plan for Tubes

A PLAN for more equitable and efficient distribution of civilian receiver tubes was recommended by the Electronic Distributors Industry Advisory Committee at WPB Radio & Radar Division headquarters in Washington last week. It has been contended that one cause of the shortage of certain types of civilian receiver tubes has been faulty distribution of the available supply.

The plan was proposed to distributors by Frank H. McIntosh, chief of the Domestic and Foreign Broadcast Branch of the Radio & Radar Division, who is the government presiding officer for the industry committee.

Balanced Distribution

Under the plan, each of the half-dozen manufacturers of civilian receiver tubes first would offer for sale to each other a certain minimum percentage of each type they manufacture. Thus all manufacturers would have a supply of all types made. Manufacturers then would offer electronics distributors a supply of tubes based on a percentage of the amount of tubes by types which the distributor purchased in 1941. In this way distributors would have a more balanced stock with which to supply the dealers who attempt to keep the public's receivers functioning.

Mr McIntosh emphasized that the plan would not necessarily bring an additional supply of tubes for civilians, but would result in a more balanced distribution of tubes available, based on the business done in 1941. Some manufacturers have been voluntarily following a similar procedure, but others have been filling orders on a basis of precedence, committee members said.

The proposal provides that manufacturers would set aside a quantity of tubes for export. Distributors would work out their own solution of prorating stocks to dealers.

Although the supply of civilian receiver tubes is critically short due to military requirements, the program seeks to correct such unbalanced situations as occur when one distributor or dealer has a large stock of one type and none of others, or actually lacks a minimum supply of any type.

Use of WJZ Transmitter Site by OWI Aided by Cooperation of Stations

A UNIQUE arrangement to expedite use of the present WJZ transmitter site at Bound Brook, N.J., by OWI for shortwave operations has been effected through cooperation of the BLUE network, WNEW and WNYC with the Government it was learned last week.

James O. Weldon, Chief of the Bureau of Communications Facilities, OWI Overseas Branch, revealed that negotiations are being made to place the 5 kw WNEW auxiliary transmitter at Kearney N. J. on WJZ's frequency, both stations to operate simultaneously from the same antenna, and to permit WNEW to use the WNYC 1 kw auxiliary transmitter in emergencies.

Tower Being Moved

By this arrangement, Mr. Weldon explained, it will not be necessary for OWI to await installation at Lodi of WJZ's 50 kw transmitter now at Bound Brook.

Dismantling of the 50 kw transmitter will begin this month, Mr. Weldon said, saving OWI at least a month and a half and possibly longer on its shortwave installation program. The WJZ tower at Bound Brook already is being moved to Lodi.

The original plan to move the WJZ transmitter was made last summer to make way for OWI shortwave installations at Bound Brook [BROADCASTING, June 28]. Permission was granted at that time by the FCC for the removal of the WJZ 50 kw transmitter and 25 kw auxiliary transmitter to Lodi as the result of an OWI study which indicated that more than $100,000 in critical materials could be saved if WJZ could arrange to house new OWI shortwave transmitters at Bound Brook.

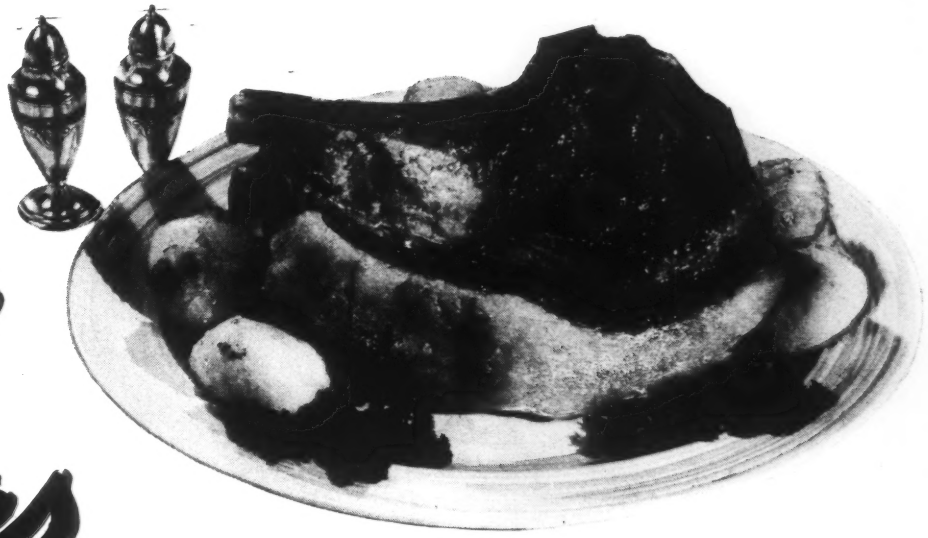
The OWI installations, Mr. Weldon explained, are part of a program to augment international broadcast facilities to a total of 36 shortwave transmitters, 18 of which are now operating. Three or four more transmitters are expected to be on the air by the year's end and the remainder by next July 1.

OWI now is using the old WABC transmitter in Algiers and is operating other medium and shortwave transmitters in Africa, Sicily and Italy for propaganda warfare, Mr. Weldon stated.

Wyeth Discs

WYETH CHEMICAL Co., Jersey City (Hill's Cold Tablets), on Nov. 8 starts sponsorship of a varied schedule of transcribed announcements on the following stations: WOKO WSYR WMAQ WOOD WSPD WDRC WNAC WBC WIRE. Contract is for 26 weeks. Agency is Blackett-Sample-Hummert, Chicago.

Denver Delivers

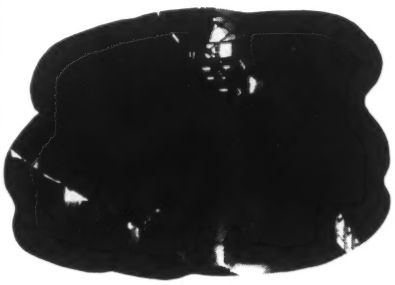


. . . meat

Denver is the world's largest sheep market . . . one-third of all sheep and lambs winter-fattened in the U. S. are sent to market from Colorado farms and ranches. Beef and pork, too, are major meat crops in Colorado.

Colorado, best known in peacetime as a vacation playground, is in fact one of the nation's important agricultural states. Its acreage in farms and grazing land exceeds that of Indiana, Illinois, or California.

The Denver area is delivering food, the most basic of all weapons, in record quantities . . . vegetables, fruits, sugar beets, and grains . . . but it is delivering other war essentials, too. It is no longer a playground. It's a workshop with its farms, mines, and factories working non-stop for victory.



. . . munitions

Bombs, bullets, barges, and a hundred other items are being produced today in the Denver area. One plant alone employs more workers today than were engaged in manufacturing in the entire state before the war.

. . . minerals

Coal, molybdenum, vanadium, tungsten and more than a score of other strategic minerals are being scooped from Colorado's vast mineral storehouse at an all-time record rate.

KLZ

Delivers the

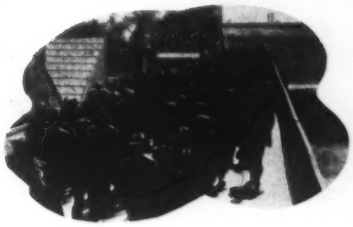
DENVER MARKET

CBS • 560 Kc.

AFFILIATE IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
KLZ DENVER • WKY OKLAHOMA CITY • REPRESENTED BY THE KATZ AGENCY, INC.

. . . and a market

Metropolitan Denver has a population of 404,820. Last year it ranked 7th in the U. S. in effective buying income. The Denver market is BIG . . . and in a buying mood.



DAY after day, night after night, WMAQ brings to the vast radio audience in America's second largest market the greatest collection of big-time entertainment on the air.

This year WMAQ's schedule of programs is even better than that of previous seasons in which national listener surveys repeatedly rated the shows that it broadcasts

the best 9 out of the first 10—

the best 16 out of the first 20—

the best 34 out of the first 50—

among all programs.

Listening to WMAQ is a MUST in this extensive, wealthy area—a habit that insures the greatest possible circulation to your sales message and returns from your investment.

So take a tip from astute advertisers and place your local and spot campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Saturday Variety

DEPARTING from the practice of concentrating on one football game on Saturday afternoon, WRC Washington has started a new variety show for the benefit of the mildly enthusiastic gridiron fan. Titled *All-American Scoreboard*, the program provides 3½ hours of transcribed and recorded music, banter and news by Bill Herson and late football scores and other sports by Holly Wright. WRC felt the need of such a program in view of the broadcasting of the same major game each week by most networks because of the lack of outstanding contests and in view of the swollen audience of out-of-towners.

Ballantine Quiet

WITH THE RECENT purchase by P. Ballantine & Sons of Christian Feigenspan Brewing Co., all Feigenspan beer and ale products were discontinued, effective Nov. 1, and facilities are now devoted exclusively to Ballantine products. Ballantine advertising, placed by J. Walter Thompson Co., New York, includes the weekly *Three Ring Time* program on CBS, while Feigenspan, which has sponsored sports broadcasts and recently a program on WOR New York is not currently using any radio advertising. According to Maxon Inc., New York, agency formerly in charge of the Feigenspan account, the company has discontinued all advertising.

Seeman Bros. Spots

SEEMAN BROS., New York, distributor for Air-Wick, an air-deodorizer, is expanding promotion Nov. 8 with the addition of participations on women's interest programs on WFIL and KYW Philadelphia. Participations continue on Bessie Beatty's program on WOR New York. William H. Weintraub & Co., New York, handles the account. Another air-deodrant, OD-30, is currently using Mary Margaret McBride's program on WEAF New York, and the *Yankee Kitchen* on Yankee Network. Business is placed by OD Chemical Corp., New York, through Al Paul Lefton Co., New York.

NBC Contracts

A TOTAL of 36 new contracts and 8 renewals have been acquired by NBC's Radio-Recording Division for its syndicated transcribed programs. New contracts are with: WNBH WISH KTSM WMOB WMC WSAM WRBL WSLS KECA WRAK WBRE WENY WDEL WEAF WDHL WBLK WLOF WSPD WISE WGBI KGGM WTMJ WMAL WSOY WJPF WTAX KDRO KFUS KTBM WEIM KFPW WTIC WOC WBIG WCFL WESX All Canada Radio Facilities, Ltd. Renewal contracts are with: WHDH KRLD WBRE WMOB WPRO WRC WCHS KXL. All Canada Radio Facilities. Programs covered are: *Modern Romance, Weird Circle, Touchdown Tips, The Man You Will Remember, Betty and Bob, Let's Take a Look in Your Mirror, Getting the Most Out of Life, Five-Minute Mysteries*, and *Carson Robinson and His Buckaroos.*

News Conferences Cancelled by Fly

Instead Will Call Reporters When He Has Any News

CALLING his weekly news conferences "dull" and a waste of reporters' time, Chairman James Lawrence Fly of the FCC told reporters last Monday he was cancelling his regular Monday meeting with the press "on that basis". He emphasized that the regular Monday meetings had been solely for convenience of reporters who wished to talk with him, and that from now on he would simply invite them to his office when he had a story or a statement to make. He called a conference two days later on allocations (see story elsewhere in this issue).

Most reporters attending his conferences lack adequate background in communications matters to ask intelligent questions, said Chairman Fly, while those who are informed refrain from questioning him "for reasons of their own". Mr. Fly indicated he would consider any suggestions from those who have been attending his conferences regarding future meetings with them.

Criticizes Network

Commenting on the CBS telegram to affiliates concerning the FCC's allegations of violations by CBS of the chain broadcasting regulations, Mr. Fly said he thought it "rather ill-advised and perhaps a bit too hurried. I am quite sure it was inaccurate, particularly the suggestion that Mr. Denny had gone over their contract and approved it. Mr. Denny never saw their contract."

Chairman Fly added, in response to a question of what the FCC would do if the CBS explanation was not satisfactory, that it was "a problem for the licensees" and that the revocation of license was the Commission's only power to force compliance. He said, however, he thought the matter "can be cleared up by correspondence".

Asked if there were any instances of SRO for advertising on local stations, the Chairman replied, "I would guess there were a number of such stations". That is mostly true of the big networks, though also true of many individual stations, he said.

Labor Recruiting Discs

A NUMBER of leading war industries, including U. S. Aluminum Co., U. S. Rubber Co., Carnegie-Illinois Steel and Bethlehem Steel Co., are attacking the problem of recruiting employes through a program tailored by Harry S. Goodman Radio Productions, New York. The program is based on material from Army files, showing sacrifices being made by the boys overseas and urging listeners to help get the war over with. Titled *To Whom It May Concern*, the series of 60 five-minute transcriptions is aired three or five times weekly.

PROOF OF PERFORMANCE

On Aug. 7, 1943, Station WJBK was presented with the Special Treasury Flag in recognition of its first year's work as a direct sales agency for United States War Bonds.

This award, the only one of its kind received by any Michigan radio station to date, commemorated the sale, over WJBK's own counter, of $1,350,025 in War Bonds in 12 months. This station's total now stands above the $2,000,000 mark, September sales *alone* having been more than $750,000.

All this money was derived from small individual purchasers, in response to appeals carried on special WJBK programs. Thousands of Detroit's workers pledged themselves to buy, and kept the pledge by coming to the studio, cash in hand, to get their bonds.

So the Treasury Flag is more than an official acknowledgment of a job well done. It is evidence of a type of audience loyalty and responsiveness that is extremely rare. Most important of all to the advertiser, it is proof of *outstanding ability to perform.*

WJBK has long carried more national advertising than any other station of its power in the United States. And that, when you come to think of it, is proof of performance too.

STATION WJBK DETROIT

1490 Kilocycles — JAMES F. HOPKINS, INC. — 250 Watts • • 24 hours a day

Three-Week Emergency Drive By Radio Aids Paper Salvage

Broadcasts Important Factor in Averting Crisis As Concentrated Campaign Is Waged on Air

RADIO completed an emergency three-week campaign Nov. 27 to avert a crisis in the paper industry, with indications that the situation already has been substantially alleviated as a result of the radio appeal, William M. Spire, deputy chief of the OWI Domestic Radio Bureau, asserted last week. Value of time and talent devoted to the drive was estimated by the bureau at well over $500,000.

Praising the industry for its cooperation, Mr. Spire stated that the emergency waste paper campaign which started Oct. 18 and was handled largely by radio had demonstrated its effectiveness by the end of the second week, with waste paper collection expedited in all parts of the country. Paper mills were closing down for want of waste material when the campaign came to their rescue, he said.

Industry Lauded

From various quarters in Government and industry, radio received appreciation for its work in the campaign. Herbert M. Faust director of the Salvage Division, War Production Board, declared:

"The radio industry is to be complimented on the speed in which it made available its facilities in this special waste paper drive. While it is still too early to measure the actual results, there is evidence that this all-out cooperation in preparing and broadcasting original programs and urgent messages may have prevented a crisis in the production of paper necessary for vital war uses."

Letters were received last week by Mr. Spire from various manufacturers dependent on waste paper for their operations. The Schmidt & Ault Paper Co., York, Pa., wrote: "As one member of the paperboard industry operating a mill exclusively from waste paper, we wish to express our sincere appreciation of the assistance and the boost which you are giving the stimulation for the collection of waste paper by your splendid radio programs."

Kieckhefer Container Co. and Eddy Paper Corp., Camden, N. J., complimented OWI on the "excellent promotion covering the salvage of waste paper". The publicity given by radio, the concern stated, "cannot help but be of great importance in our present program".

The Eastern Conservation Committee of the Waste Paper Consuming Industries, New York, expressed similar appreciation "for such tangible help". The committee praised "the splendid reception, understanding and help" given by OWI to the campaign.

In carrying the special campaign, Mr. Spire said, the radio industry contributed time over and above its other OWI commitments on waste paper salvage scheduled for the end of the year. Because of the emergency existing in the paper producing industry due to the critical shortage of waste paper and the need for immediate public action, program producers took on 85 network commercial programs and 72 national spot and regional programs during the three-week drive Oct. 18 through Nov. 7.

The campaign required special handling, Mr. Spire explained. A telegraphed fact sheet was sent to OWI deputy chiefs in New York, Chicago and Hollywood to facilitate contact with writers and producers of leading network shows. In addition, General Foods, Procter & Gamble, Lever Bros., Standard Brands, Colgate-Palmolive-Peet, Bristol Myers, R. J. Reynolds, General Mills, and other large advertisers having special need for paper products were telephoned direct from Washington. They unanimously agreed to carry the campaign message without canceling existing allocations.

Listener Impressions

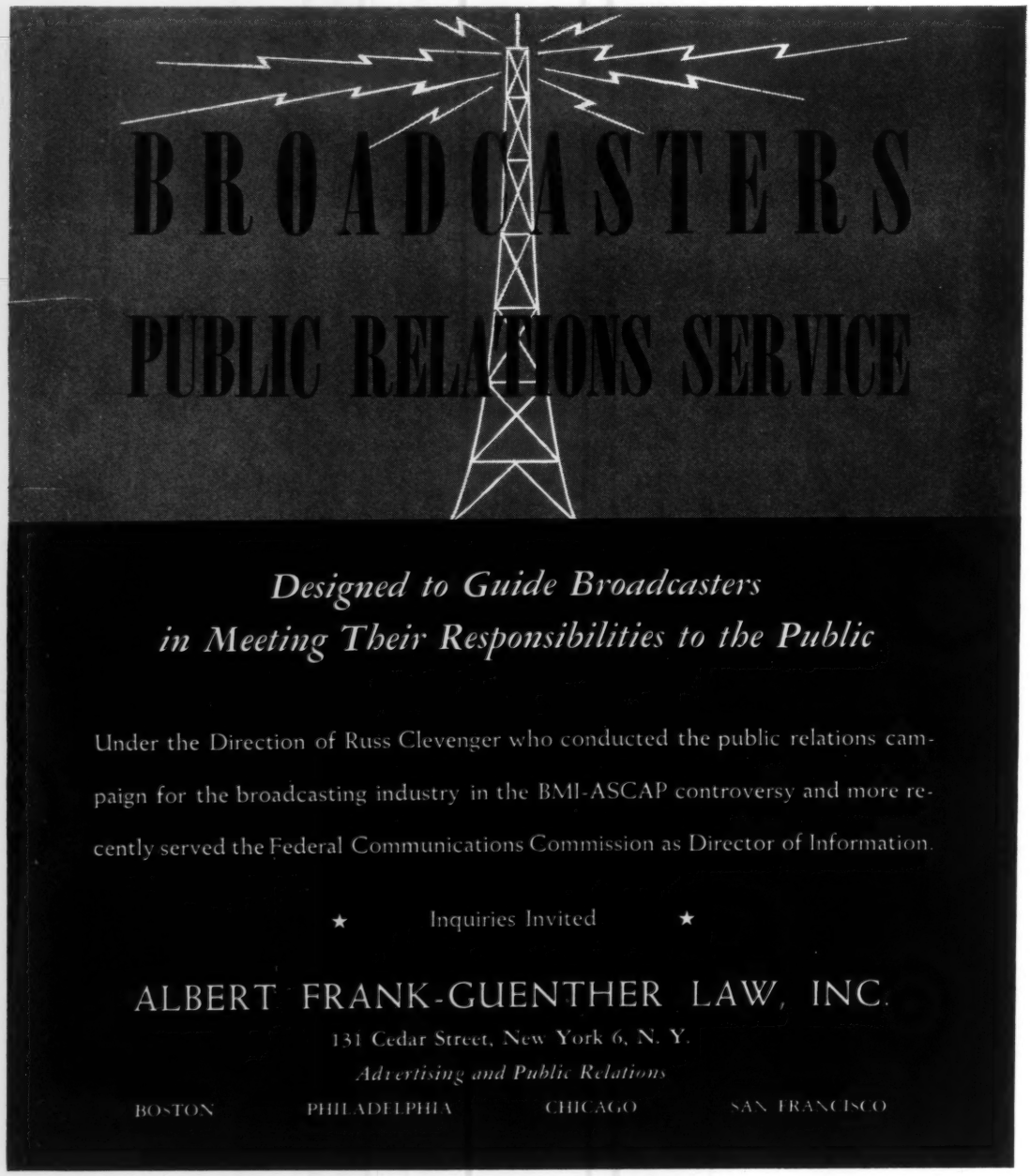
OWI estimates that at least 363,500,000 listener impressions were made during the three weeks of the waste paper salvage drive. Of this total, approximately 350 million impressions were obtained through the network allocation plan.

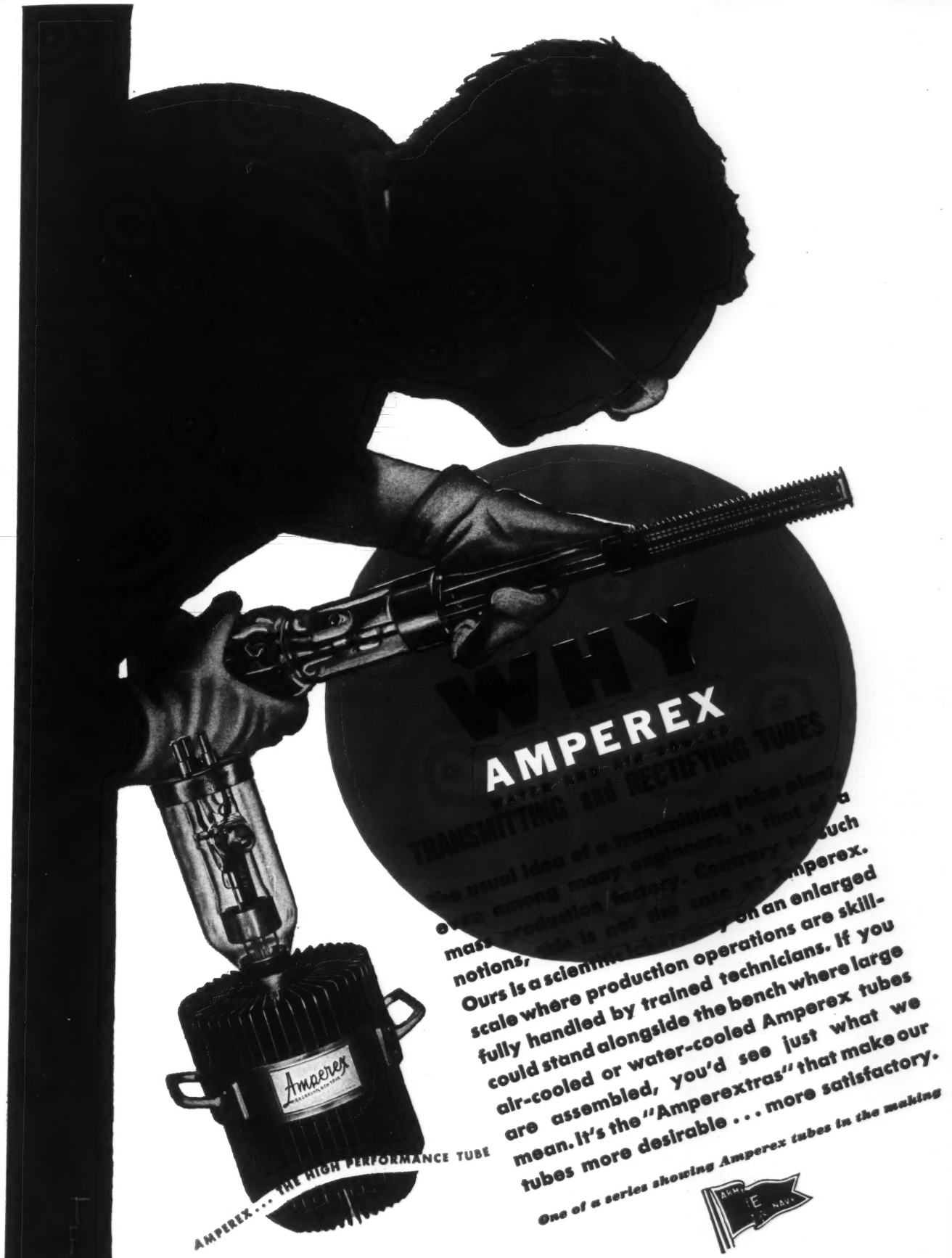
"We can safely assume that by the end of the radio campaign the great majority of the nation's 100 million listeners will have heard at least three 'Waste Paper Salvage' messages", OWI stated.

In addition, OWI has scheduled regular allocation assignments during the week of Dec. 27-Jan. 3 for 50 network programs and three transcribed spot announcements to be carried daily on 324 local independent stations.

Edible Epistle

EMILY POST might frown on Edward J. Noble for the calling card he left with every BLUE employe upon taking over as owner and board chairman of the network, but his greeting—a package of Life Savers—was probably more welcome than the conventional scrap of paper.


BROADCASTERS
PUBLIC RELATIONS SERVICE
Designed to Guide Broadcasters
in Meeting Their Responsibilities to the Public
Under the Direction of Russ Clevenger who conducted the public relations campaign for the broadcasting industry in the BMI-ASCAP controversy and more recently served the Federal Communications Commission as Director of Information.
★ Inquiries Invited ★
ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar Street, New York 6, N. Y.
Advertising and Public Relations
BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO



notions,

Ours is a scienm... on an enlarged scale where production operations are skillfully handled by trained technicians. If you could stand alongside the bench where large air-cooled or water-cooled Amperex tubes are assembled, you'd see just what we mean. It's the "Amperextras" that make our tubes more desirable . . . more satisfactory.

One of a series showing Amperex tubes in the making

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET · BROOKLYN 1, N. Y.

Gross and Net Income of CBS Show Increase

GROSS income of $53,846,109 is reported by CBS for the 39-week period ending Oct. 2, an increase of 18.9% over the gross of $45,292,615 for the same period of 1942, according to a consolidated income statement for the network and its subsidiary companies issued Nov. 1.

Net for nine months of 1943 was $3,245,626. up 12.1% from the net of $2,894,751 for the same period of last year. Earnings per share are $1.89 for 1943 as compared with $1.69 for 1942. CBS board on Nov. 1 declared a year-end cash dividend of 90 cents per share on present Class A and Class B stock, payable Dec. 3 to stockholders of record at close of business Nov. 19.

P & G Buys 'Claudia'

PROCTER & GAMBLE Co., Cincinnati, has signed an option through the Leland White Agency on a radio version of Rose Frankens stage play "Claudia" and will broadcast the serial on CBS when time is available. Agency is Blackett-Sample-Hummert, Chicago.

Closing Dates Near to Enter Peabody and Dupont Contests

Major Radio Awards for Year to be Selected as Stations and Networks Submit Their Entries

NOTICES to broadcasters calling attention to radio's two principal awards of honor, the Alfred I. duPont Radio Awards and the George Foster Peabody Awards, are being mailed early in November. Closing date for entries and data for 1943 awards, according to a brochure being sent by the duPont Foundation is Dec. 31, while Dec. 10 is the deadline set by the Peabody board in announcements last week.

Three awards of $1,000 each are provided for 1943 by the duPont Foundation, two to radio stations for meritorious service to the communities served and one to an individual commentator for meritorious performance in gathering and reporting news and in presenting expert and reliable interpretation of news and opinion to encourage "initiative, independence and public service through the medium of radio".

Seven Peabody Awards

Seven awards are projected by the Peabody board, which reserves the right to make more or fewer than seven, depending upon the entries and circumstances at the time of the awards. Five awards for outstanding performances in news reporting, drama, music, children's programs and education may go to any station or network. The two awards for meritorious public service are open only to a large and a small (less than 1,000 w) station in either the local or regional classification.

Entries may be submitted to the Peabody board by individual stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization, although the board will not necessarily restrict itself to entries in making selections. It will consider reports of its "listening-post" committees [BROADCASTING, May 10] and may on its own initiative select a program or station. Report blanks have been sent to chairmen of committees set up in 23 universities, in 118 cities in more than 40 states.

The Peabody awards are administered jointly by the Henry W. Grady School of Journalism, U. of Georgia, and the NAB.

The duPont awards, administered by a foundation established especially for that purpose [BROADCASTING, Aug. 30], are determined by a committee composed of a representative of a national woman's organization; a non-commercial, non-political affiliate of radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on public opinion and national affairs, and a representative of the Alfred I. duPont estate interests.

In Time of War . . .

GIANT FORCE of radio in wartime is told in a folder put out by KWKH-KTBS Shreveport. As the folio opens, the red, white and blue color scheme becomes apparent, along with the patriotic motif of the flag, a swooping eagle, and groups of war impression pictures. "With pride," the folder says in part, "we point out the daily accomplishments being performed by stations KWKH and KTBS in this, the biggest job radio has ever been called upon to do." Then it specifies the role of radio in wartime, citing the war jobs radio performs.

Vaughn Monroe signs with LANG-WORTH

Voted the most popular dance band of the year by students of 171 colleges and universities . . . featured in MGM's new picture, "Meet the People" . . . RCA Victor Recording star. Monroe's fans are legion and they are avidly waiting the release of the 20 sensational dance tunes just recorded exclusively for Lang-Worth subscribers.

LANG-WORTH, Inc. • 420 Madison Avenue • New York

So. Cal. Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in a campaign to eliminate unnecessary telephone calls over Thanksgiving will use three to five spot announcements daily on each of 20 stations in that area from Nov. 14 through Nov. 25. Similar twelve-day Christmas campaign will be started on Dec. 14. Station list includes KNX KFI KECA KHJ KFWB KMTR KFAC KFVD KRKD KGFJ KMPC KPAS KWKW KGB KFSD KFMB KPRO KVOE KXO KIEV. Agency is The Mayers Co., Los Angeles.

CLARA BEAM of Princeton, W.Va., has been awarded a WLW scholarship for a year's study at West Virginia U. College of Pharmacy. The award is one of seven which WLW Cincinnati is granting in its four-state area to aid pharmacy schools.

according to the latest

5 month C. E. HOOPER

WCPO

now leads

all 3 local competing stations

in 16 of the 20 half hour periods

between 8:00 a. m. - 6:00 p. m.

May - Sept. 1943 C. E. HOOPER

HALF HOUR PERIODS — 8:00 A. M. to 6:00 P. M.

WCPO	*leads in 16 out of 20*
Station B	*leads in 2 out of 20*
Station C	*leads in 2 out of 20*
Station D	*leads in 0 out of 20*

The Talk of the Agencies

WCPO

CINCINNATI'S NEWS STATION

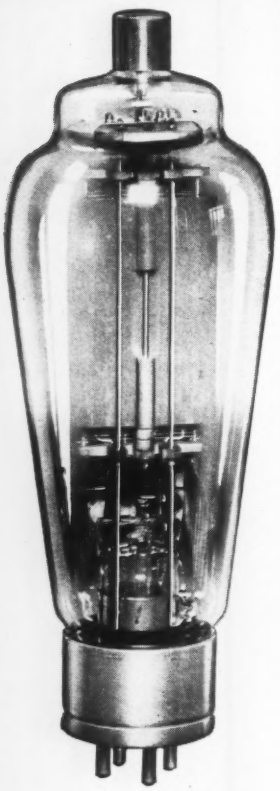
represented by

THE BRANHAM CO.

NOTE: These figures are exclusive of consideration of the fifth Cincinnati Station, which Station is not competitive to WCPO.

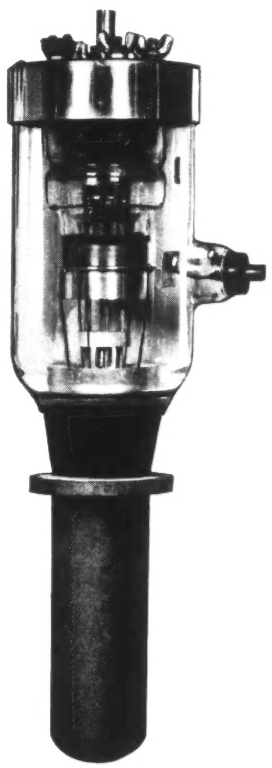
ADVANCED DESIGN—IMPROVED MANUFACTURING METHODS—MODERN PRODUCTION FACILITIES—PLUS LONG AND CONSTANTLY GROWING EXPERIENCE... ENABLE GENERAL ELECTRIC TO ANNOUNCE

SUBSTANTIAL PRICE REDUCTIONS IN G-E TRANSMITTER TUBES



GL-169 (and GL-159)
Transmitting triodes—for police radio
Old price $80
NEW PRICE $60

GL-880
High-frequency triode—for international short-wave, frequency modulation
Old price $850
NEW PRICE $600



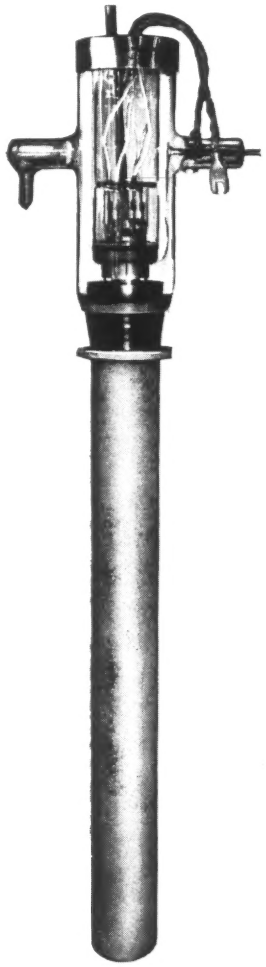
GL-893
Transmitting triode—for broadcast, international short-wave and high-frequency heating
Old price $750
NEW PRICE $650

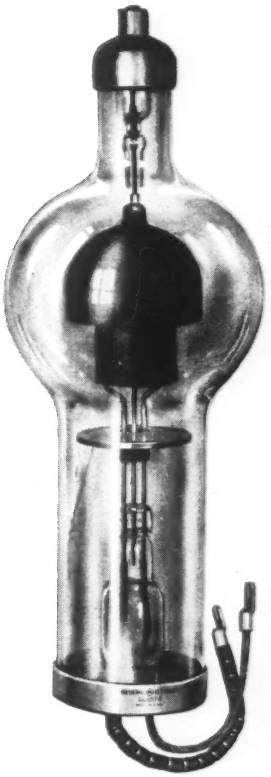
THERE'S A G-E ELECTRONIC TUBE FOR EVERY PURPOSE

GL-862 (and GL-898)

100-kw triodes—for 50-kw broadcast, high-frequency heating

Old price $1650
NEW PRICE $1250





GL-8009

High-frequency triode—for frequency modulation and television

Old price $1100
NEW PRICE $850

GL-857B (and GL-266B)

Mercury vapor rectifiers—for 50-kw broadcast and international short-wave

Old price $240
NEW PRICE $200

Write for COMPLETE new price list showing reductions on additional tubes (Publication ET-5). Address Dept. 6-215, *General Electric, Schenectady, N. Y.*

LEADERSHIP. General Electric has probably made more important contributions to the development of transmitting tubes than any other manufacturer. For example: G.E. did much of the early development work on tubes and circuits to produce the high-frequency oscillations that make radio broadcasting possible. G.E. developed the first water-cooled transmitting tube which made high-power broadcasting possible. G.E. developed the hot-cathode mercury-vapor tubes which cut broadcasting power costs tremendously.

G-E research, tube developments and manufacturing improvements go on—endlessly. Savings gained in this progress will always be reflected in favorable price advantages, in still higher tube efficiency and longer service.

• *Tune in* "The World Today" *every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E* "All Girl Orchestra" *at 10 P.M. E.W.T. over NBC.*

★ BACK THE ATTACK—BUY WAR BONDS! ★

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC

160-810

PLANES MUST FLY
and Safely!
From Blaw-Knox steel towers all across the country go a constant stream of signal impulses by radio, to keep a flyer on the beam — and bring him safely in. You may be sure that every Blaw-Knox vertical radiator — whether for broadcasting or for aviation — is built to measure up to all of its wartime responsibilities.
BLAW-KNOX DIVISION
OF BLAW-KNOX CO.
Farmers Bank Bldg.,
Pittsburgh, Pa.
ARMY
NAVY
BLAW-KNOX
VERTICAL RADIATORS
FM & TELEVISION TOWERS

Purely PROGRAMS

WOMEN'S INTERESTS are being featured in a new autumn and winter program series on the Canadian Broadcasting Corp. national network. Each weekday afternoon special speakers discuss women's wartime problems on the network. On Monday topical news of interest to women is broadcast; Tuesday *School for Parents* is featured to show how parents can influence their children's lives; Wednesday, Ethelwyn Hobbs, specialist on wartime consumer information, explains to women the latest government wartime measures; Thursday *Community Fun* gives new and interesting club and recreational ideas; and on Friday, *Winning the Peace* gives practical ideas on the part women can play in the life of the country.

* * *

Song Significance

SLANTED to listeners who have friends, relatives and sweethearts in the armed forces, Gimbel Brothers, Philadelphia department store, has launched a new program series on WIP Philadelphia, titled *Songs for Heroes*. Scheduled three times weekly, listeners are invited to write a letter of 100 words or less telling why a certain song or melody that has been recorded has some special significance. The letters are judged on general interest and neatness, one each broadcast. Winners hear their recordings and each receive a large quantity of cigarettes which are sent to their service men and two pounds of candy for themselves. Commercial copy advertises the department store's Young Budget Shop for junior misses.

* * *

Peace Discussions

AS *Beyound Victory*, transcribed series released by World Wide Broadcasting Foundation, enters a new cycle on ways and means of liquidating war and establishing international peace, a total of 172 stations throughout the country are carrying the programs. Presented in cooperation with the Carnegie Endowment for International Peace, the series started last June. The new cycle opens with a discussion of the Fulbright Resolution by Hon. J. W. Fulbright, Hon. Joseph H. Ball, and Prof. James T. Shotwell. Speakers to be heard on other programs are: John Foster Dulles, Clarence Streit, Ely Culbertson and Dr. Ed. Byng.

* * *

Family and War

PROBLEMS of a family ensconced in the nation's capital for the duration provide the theme for *The Websters of Wartime Washington*, new serial heard at 10:15 a.m. Saturdays on BLUE Network. Difficult situations that confront parents and young folk as they endure difficulties of the crowded capital provide unlimited material.

Tribute to Workers

CITIZENS COMMITTEE for the Army and Navy pay tribute to wartime workers in a weekly quarter-hour program heard on WMCA New York. Series is a successor to *Women Can Take It*, which the Committe used to promote the replacement of women for men in war industries. The new program is presented in cooperation with the Overseas Cigarette Units of industries in metropolitan New York. The units were organized through the former program to collect funds to send cigarettes to soldiers.

* * *

Unique Newscast Style

NEW STYLE newscast, titled *News of Today & Tomorrow*, has been added to the Sunday schedule of KYW Philadelphia. Utilizing three staff announcers, Alwyn Bach, Stuart Wayne and Franklin Evans, with rapid shifting and contrast of voices adding pace to the show, the program format calls for one announcer to act as narrator, another as newscaster and analyst, and the third on the feature copy.

* * *

Previews

TO SHOWCASE its programs and personalities, Don Lee Broadcasting System, Hollywood, has started a five-weekly quarter-hour station promotion series on network stations. Titled *Radio Tour*, broadcasts include news of forthcoming network features, interviews with personalities and musical cues from scheduled shows.

* * *

Underground Activities

AUTHENTIC reports of Allied underground activities in occupied countries are presented on WNEW New York through arrangements with United Nation Information Service. Scripts are based on reports presented by recognized representatives of United Nations Governments. Program title is *We the Living*.

* * *

College News Service

REVIEWING news from U. of California campus, the *Daily Californian*, university newspaper, has started a weekly quarter-hour program on KLX Oakland. Devoted to news of training service units, campus gossip, letters to the editor and a weekly guest, program is under supervision of student editors.

* * *

Pronunciation

CORRECT pronunciation of unusual words are given by Fred Utall, announcer and m.c., in a thrice-weekly five-minute program on Mutual titled *Words in the News*.

* * *

Comic Cut-Ups

IN ADDITION to reading comic strips aloud on his Sunday morning funnies show on KSAL Salina, Kan., Ben Greer now has high school students portray the comic characters.

for more than
22 Years . . .
WWJ
Detroit's FIRST Station
in every way
WWJ
America's Pioneer Broadcasting Station — First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News
NBC Basic
Network
Associate FM Station
WENA

"America's TALLEST Radio Tower" is Dedicated to the

The "Typical Midwest Farmer", Otto Baumhoefner, and wife, receive congratulations from George B. German, WNAX farm director.

Rear Admiral A. B. (Rescue) Randall, Commandant of the U. S. Maritime Service, was one of the principal speakers.

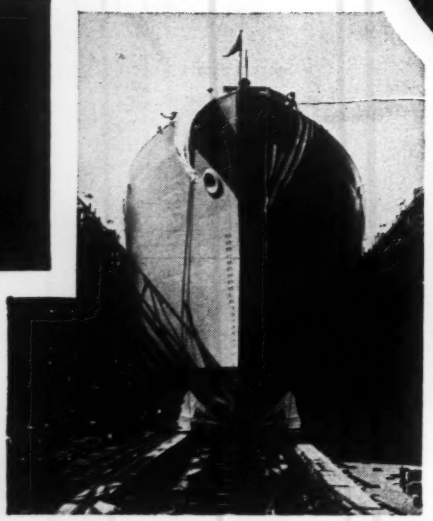
For the first time since the war's beginning, the American farmer has been given official national recognition for his part in the winning of the war and the peace. It came finally, when WNAX, Yankton-Sioux City, invited Washington dignitaries and officials of Minnesota, Iowa, Nebraska and the Dakotas to appear before a crowd of 35,000 farmers. To them and through two CBS coast-to-coast hookups they expressed their appreciation for the achievements of American farmers in producing additional food to feed the world.

These dignitaries acted as a jury to select the "Typical Midwest Farmer"—Mr. Otto Baumhoefner, of Welcome, Minnesota. America's Tallest Radio Tower was dedicated to him, and through him, to all farmers who have worked so untiringly to help in the war effort.

WNAX arranged with the National Maritime Commission to name one of their Liberty Ships in honor of these farm families, and sent Mr. and Mrs. Baumhoefner to Portland, Oregon, where Mrs. Baumhoefner christened the "S. S. Midwest Farmer."

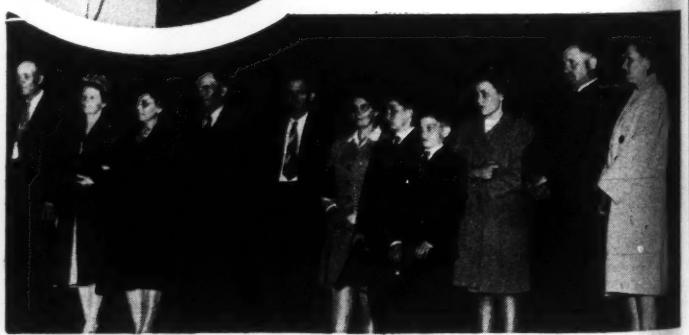
WNAX is proud that it could bring national recognition to the gallant efforts of the "soldiers of the soil."

Kate Smith gave an admirable eulogy of the American Farmer and sang the praises of America's Tallest Radio Tower to her coast-to-coast CBS audience.



● **Mrs. Otto Baumhoefner** splashes the proverbial champagne over the "S. S. Midwest Farmer."

● **The "S. S. Midwest Farmer"** slides down the ways after christening by the "Typical Midwest Farmer's" wife.



● **From Thousands** of candidates, Chuck Worcester, CBS farm director, selected one "typical farmer" nominee from Minnesota, Iowa, Nebraska, North Dakota and South Dakota. Shown here are four nominees and families. Baumhoefner, of Minnesota, was selected by officials from five states and Washington dignitaries.

M. C. Townsend of War Food Administration, thanked 35,000 farmers for their untiring efforts in increasing food production.

Lieut. Governor Robert Blue, representing Iowa.

Secretary of Agriculture Rufus Howard, representing Nebraska.

Senator Chan Gurney of South Dakota, former owner of WNAX.

Congressman Karl Mundt of South Dakota.

Secretary of Agriculture R. A. Trovatten, Minnesota.

Lieut. Governor Henry Holt, representing North Dakota.

Governor M. Q. Sharpe of South Dakota, host to Midwest farmer.

MORE THAN 40,000 LISTENERS HAVE REQUESTED PICTURES OF AMERICA'S TALLEST TOWER AND THE TYPICAL MIDWEST FARMER

Typical Midwest Farmer

NOW HEARD BY MORE

Consulting Engineers estimate that America's Tallest Radio Tower now brings the voice of WNAX to 25% to 40% more people than ever before. Nearly 4 million people live within the old WNAX listening area (82% of them farmers), but this "cloud-buster" now enables WNAX to cover an area including 5 million or more people. This, plus a five-fold increase in night-time power, enables the "Big Aggie" Station to better serve a greatly increased day and night agricultural audience.

● **In addition** to appearing before 35,000 WNAX visitors, Virginia Payne, known as "Ma Perkins", takes part in the WNAX "Neighbor Lady's" program with Mrs. Rudolph Kreifels, Typical Farmer's wife from Nebraska.

● **Bob Hawk,** star of "Thanks to the Yanks", headlined the WNAX show. Here he is presenting the "Typical South Dakota Farmer," Aaron Burge, with a $100 War Bond, and Mrs. Burge with a lapel watch. All other runners-up received the same gifts.

ARMY-NAVY "E" awards to nine Westinghouse plants have been renewed, George H. Bucher, president of the Westinghouse Electric and Manufacturing Co., announced. Now, eight of the plants may fly the "E" burgee with two white stars, and the Westinghouse Elevator Co. plant at Jersey City will fly the burgee with four stars, marking the fourth renewal of its award.

Congressmen, in Broadcasts, Suggest Bill of Rights Be Applied to Radio

FREEDOM of speech by radio was the topic of broadcasts the past week by Reps. Martin J. Kennedy (D-N.Y.) and Karl E. Mundt (R-S.D.).

Speaking over WEAF New York and NBC, 10:45-11 p.m. Oct. 29, Rep. Kennedy urged listeners to get behind his proposed 22d constitutional amendment which provides that "Congress shall make no law abridging the freedom of speech by radio or wire communication".

Rep. Mundt, speaking last Tuesday on the *Congressional Record on the Air*, 8:30-45 p.m. over WHN New York, referring to the first amendment, said: "Had radio broadcasting been in existence to its present extent when this amendment was written, our early American statesmen would undoubtedly have made specific mention of it just as they did of the press".

Rep. Kennedy, appealing to the "people of America for your help in behalf of freedom of speech on the radio" said: "Until recently, it was generally accepted that the first amendment to the Constitution, which guarantees the freedom of speech, applied with full force and effect to speech by radio or wire communication. However, two great discussions of recent origin have jarred the people of America out of this complacency and have righteously caused us apprehension that the radio might be employed as an instrument of oppression rather than an agency of enlightened freedom."

Murphy vs. Frankfurter

He referred to the May 10 Supreme Court decision which gives the FCC powers over the "composition of the traffic" and the recent controversy involving the rights of commentators to broadcast their opinions. "Some commentators assert the right to express their personal opinions freely," said Rep. Kennedy. "Others would have the remarks of commentators subject to censorship."

Quoting from Justice Frank Murphy's dissenting opinion in the Supreme Court decision, Rep. Kennedy declared: "Judge Murphy was evidently alarmed, and I share his feelings, by the following statement, which is part of the majority opinion of the Court, rendered by Judge Frankfurter".

Mr. Kennedy then quoted from Justice Frankfurter's opinion in which the justice wrote that the standard Congress provided "for the licensing of stations was the public interest, convenience or necessity. Denial of a station license on that ground, if valid under the (Communications) Act, is not a denial of free speech".

"This language of the Court practically says that Congress authorized a censorship and that the first amendment does not forbid such censorship," declared Mr. Kennedy. "In my opinion Congress, in 1934, never intended that the standards set up in the Act, public interest, convenience or necessity, should comprehend a censorship. This recent decision indicates that a censorship could be set up under an Act of the Congress and not be in violation of the Free Speech amendment of the Constitution."

Rep. Mundt, who addressed the House Oct. 18 on "Needed— A Code of Radio Good Behavior" [BROADCASTING, Oct. 25], said that since radio is a modern development, "it is necessary for present-day citizens to apply the first amendment to the institution of radio in order to make certain that freedom of speech may be preserved and advanced by its use rather than jeopardized or circumvented".

"It is generally recognized that some new radio legislation is needed," he said. "As yet, however, there has been no general agreement in Congress as to the scope and nature of this legislation if it is to best serve the interests of the people of America."

Praises CBS Stand

Again praising CBS for its stand prohibiting opinionated copy in newscasts and criticizing a few commentators, Rep. Mundt said: "Unless correctives are developed from within the radio industry the signs of the times all point to the fact that either the Federal Communications Commission or the Congress, or both together, will have to step in to prevent the continued abuses of radio by the monopolistic corporations controlling the wave lengths assigned to them as a public trust by temporary governmental license".

"More and more people are advocating the establishment of a great radio network owned, operated and regulated by the Government in a non-partisan and unprejudiced manner," Mr. Mundt asserted. "I am not one of those who favors the Government ownership and operation of radio. I think the need in America today is for less rather than more Government competition with private business."

All over the country— they're talking about

FULTON LEWIS, JR.

From Maine to Montana, from Miami to Malibu . . . everybody is discussing Mutual's ace newscaster and his latest daring scoops in the home front. He obviously has what it takes to get a nation-wide audience excited. And sales figures prove that he has what it takes to make a hundred sponsors happy.

America's most talked about commentator. . .

Sell him at your one-time quarter-hour rate per week. Call, wire, or write
WM. B. DOLPH
WOL, WASHINGTON 6, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Jam Handy Catalog

NEW type catalog-directory classifying slidefilms and motion pictures for educational purposes in radio, has been announced by the Jam Handy Organization, Detroit. A new system of indexing, cross-indexing and classifying enables the user to locate more quickly the subject desired. Illustrations reproduced from the films themselves provide previews for all of the subjects and various detailed information concerning the films is also contained in the catalog. Copies may be obtained free upon request.

INSPIRED by a meeting with Sigmund Romberg, the famed composer, Leonard Leigh, KSTP St. Paul musical director composed seven tunes in three days. The tunes, titled "Don't Be a Fool", "What Am I to Say?", "The Look in Your Eyes", "I'll Fall in Love", "Waltz with Wings", "Help Yourself to Love", and "Now Comes the Night", were heard last week on KSTP's *Household Forum*.

THE AROMA OF FRESH COFFEE BY RADIO . . .

In radio programs of the future, when the hero mentions the aroma of the coffee he's drinking — or when the bride buries her head in her wedding bouquet — or when the announcer lauds the appetizing fragrance of "Korny Krunchies" — listening and visual audiences will enjoy the scent *right with them.* Scientists and engineers are conducting experiments that promise the transmission of radio waves bearing the aroma of coffee, the perfume of a rose, the salty tang of the seashore and many other scents.

Radio faces many new horizons — new vistas of realism and power — after the battlefields grow heavy and ripe with grain again . . . after the boys come marching home to their wives and mothers and sweethearts . . . after the lights go on again all over the world.

Just as WCAU is a proponent of the finest in radio today (50,000 watts — clear channel — nondirectional; Philadelphia's first FM Station and one of the first stations in the country licensed for Television) so WCAU will face the new horizons to come, maintaining its position among the truly great broadcasting stations of tomorrow.

WCAU

PHILADELPHIA

50,000 WATTS IN ALL DIRECTIONS

Favorable Public Opinion For Broadcasters . . . in the Making

Most people regard radio primarily as a peacetime medium of entertainment.

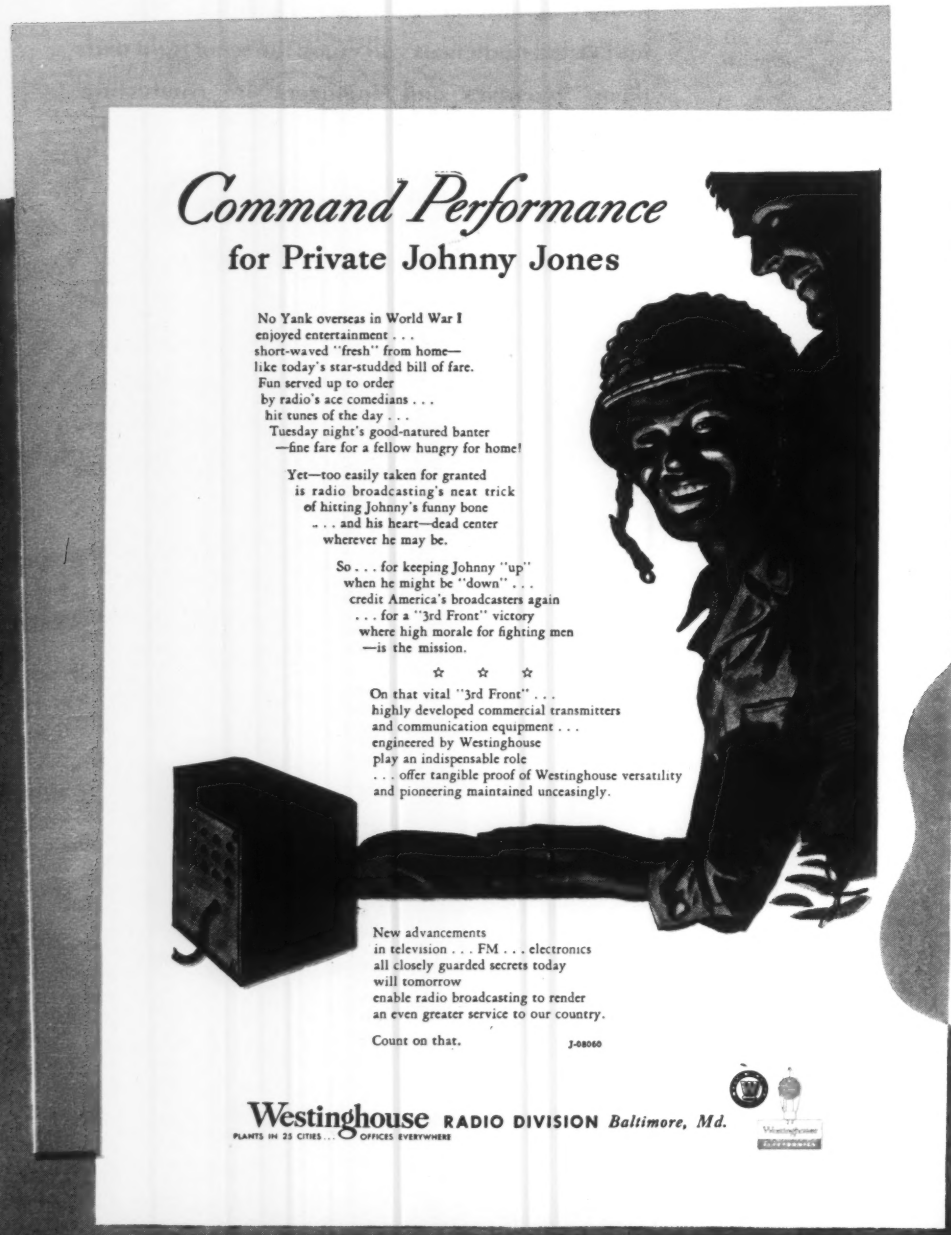
They fail to recognize it as a potent weapon . . . fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

J-08054


Command Performance
for Private Johnny Jones
No Yank overseas in World War I
enjoyed entertainment . . .
short-waved "fresh" from home—
like today's star-studded bill of fare.
Fun served up to order
by radio's ace comedians . . .
hit tunes of the day . . .
Tuesday night's good-natured banter
—fine fare for a fellow hungry for home!
Yet—too easily taken for granted
is radio broadcasting's neat trick
of hitting Johnny's funny bone
. . . and his heart—dead center
wherever he may be.
So . . . for keeping Johnny "up"
when he might be "down" . . .
credit America's broadcasters again
. . . for a "3rd Front" victory
where high morale for fighting men
—is the mission.
☆ ☆ ☆
On that vital "3rd Front" . . .
highly developed commercial transmitters
and communication equipment . . .
engineered by Westinghouse
play an indispensable role
. . . offer tangible proof of Westinghouse versatility
and pioneering maintained unceasingly.
New advancements
in television . . . FM . . . electronics
all closely guarded secrets today
will tomorrow
enable radio broadcasting to render
an even greater service to our country.
Count on that.
J-08060
Westinghouse RADIO DIVISION Baltimore, Md.
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Reprints of this advertisement are available for use on station bulletin boards, and in reasonable quantity for mailing to sponsors. Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa., Dept. 7-N.

Westinghouse RADIO DIVISION Baltimore, Maryland

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST CLEVELAND radio man to be honored with general chairmanship of the Community Fund drive, John F. Patt, vice-president and general manager of WGAR (third from left), told War Chest officials at a final dinner on Oct. 28 that the campaign exceeded its goal by nearly $124,000. Hailing the announcement are Paul Ryan, vice-president of the Cleveland Community Fund and former president of the National Refining Co.; Willis W. Clark, president of the Fund and president-treasurer of the Dingle-Clark Co. (at left of Patt); Leonard T. Blaisdell, chairman of the War Chest Industrial Division and vice-president of General Electric Co (right).

Radio Puts Over OPA Pledge; 5% Price Drop in New Orleans

"RADIO was a major factor in the success of the Home Front Pledge Campaign," according to Mrs. Ella G. Roller of OPA Washington headquarters, who had direct charge of the operation of the campaign which last week had rolled up the enormous total of over 13 million signed pledges, aimed at inflation and black marketeers.

This radio success story is unique in that the campaign, national in scope and theme, was operated almost entirely on a local basis. Washington supplied only the printed pledges and posters, with a minimum of direction to regional OPA offices, and the latter "stepped out of the picture" in most instances as soon as a local sponsoring organization was found to take over the distribution and collection of pledges.

The Pledge

The pledge taken by consumers reads: "I pay no more than top legal prices; I accept no rationed goods without giving up ration stamps." On their part, grocers and other retailers pledge: "I charge no more than top legal prices; I sell no rationed goods without collecting ration stamps."

Mrs. Roller, who kept in close touch with the campaign as it developed all over the country, said radio cooperated in every local drive, and in many instances led to the cooperation of other media.

The Home Front Pledge originated in New Orleans where it scored great success through the services of 6,000 block leaders of the Civilian Defense organization. New Orleans food prices, which had been jumping wildly dropped 5% and leveled off within a month after its conclusion.

Jules Paglin, New Orleans OPA information man, got the pledge idea from Bill Burbank, member of the Young Men's Business Club, who urged its national adoption in letters to President Roosevelt, Prentiss Brown, newsmen, and radio commentators including Walter Winchell and Earl Godwin. The last-named played up the plan in his BLUE network broadcast, and the New Orleans block organization was cited by OCD Director James Landis for outstanding service, while OPA took up the pledge for a national campaign.

Cities where the Pledge was exceptionally successful included Spokane, Milwaukee, Omaha and Bridgeport, Conn. Smaller cities in general reported the best results.

Bridgeport was the scene of a Mutual network broadcast originating from WICC, with Clifton Fadiman, Marion Anderson, Edna Ferber, Franklin P. Adams.

In Omaha the pledges were distributed door to door by 3,000 OCD block leaders, who received their final detailed instructions on a broadcast over KOIL. In Milwaukee, retail stores used radio generously to promote the campaign. WTMJ, WISN and WEMP provided special programs and announcements.

In cities where the blanks were distributed through the schools, a method used where the block leader system was not developed, radio proved particularly helpful in explaining the meaning of the pledge and urging signatures.

Important in radio's contribution were the spot messages released by the OWI on the Network Plan and on the Station Announcement plan, via transcription from Washington and live from OWI regional offices.

WOCB Hearing

OFF THE AIR since last May from lack of funds, WOCB West Yarmouth, Mass., has been notified by the FCC that its application for renewal of license, filed July 31, has been designated for hearing to inquire into the ownership of Cape Cod Broadcasting Co., licensee. The Commission, according to the bill of particulars, will also seek to learn whether WOCB is "financially, technically and otherwise" qualified to continue operation and whether it has been at all times operated, managed and controlled by the licensee.

War Loan Contribution Is Compiled by Treasury

RADIO'S contribution in time and talent to the Third War Loan drive amounted to $12,000,000 or approximately one-third of the total estimated value of advertising and publicity from all media, the Treasury announced last week. The radio estimate was compiled by Neville Miller, NAB president, and was based on OWI allocations and individual station activities, the department stated.

Mr. Miller reported to the Treasury the Third War Loan campaign was the biggest job ever undertaken by the broadcasters. The department estimated the value of promotion from all media at more than $36 million, of which newspaper advertising and publicity accounted for approximately $20,800,000. Magazines, motion pictures, outdoor advertising and retail promotion contributed about $4 million. Radio stations, networks and commercial advertisers, according to the Treasury, donated 3,382 hours of radio time plus 200,000 spot announcements during the 22 days of the campaign.

Religious Series

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), has revised its schedule and currently is sponsoring a thrice-weekly half-hour transcribed version of *Haven of Rest* on 11 stations, with others being added to the list. Included are KFYR Bismarck, N. D.; WTCN Minneapolis; KXEL Waterloo, Ia.; WIBC Indianapolis; WMMN Fairmont, W. Va.; WLS Chicago; KFEL Denver; KPAS Pasadena, Cal.; WNAC Boston; XELO Tia Juana, Mex.; HCJB Quito, Ecuador. Religious group in addition sponsors that program with live talent thrice weekly on 34 Don Lee Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency is Broadcast Advertising, Los Angeles.

AP Wire to Yankee Net

YANKEE Network announced last week it had contracted with Press Assn. for the special AP radio news service. According to John Shepard 3rd, chairman of the board of Yankee, in commenting on the deal, "Radio's prime purpose and most important public service are one and the same—communication of information. News must be brought to the public with maximum speed and accuracy."

Yankee stations receiving the PA service are WNAC Boston, WTHT Hartford, WEAN Providence, WAAB Worcester, WICC Bridgeport, WCSH Portland, WLBZ Bangor, WFEA Manchester, WSAR Fall River, WNBH New Bedford, WLLH Lowell and Lawrence, WLNH Laconia, WRDO Augusta, WNLC New London, WHAI Greenfield, WCOU Lewiston and Auburn, WBRK Pittsfield, WSYB Rutland, WATR Waterbury, WEIM Fitchburg, WHY Holyoke.

FILE of material developed by WISN Milwaukee and the radio committee of the Milwaukee County Pharmacists' Assn. for the *Know Your Druggist Better* program is being compiled by the American Institute of the History of Pharmacy in the Pharmaceutical Library of the U. of Wisconsin. Program is of an institutional type, stressing the history and professional aspects of pharmacy, and is heard each Saturday at 5:15 p.m.

PACIFIC COAST PROGRAM NOTES

Safeway Stores are first. Who's going to be next?

As the first advertising for its Busy Baker soda crackers, Safeway has purchased the first three quarter-hour participations in Pacific Blue's "What's Doin', Ladies?"

Safeway thereby staked the first claim in the program Pacific Blue created last April as a successor to its successful but sold-out "Breakfast at Sardi's."

Like "Sardi's," "What's Doin'" pivots on a personality. A husky, handsome guy named Art Linkletter. Picture due north.

You may know Mr. L. as ringmaster of Brown and Williamson's "People Are Funny." But on the Coast he is known for a half-dozen other successes; now conducts San Francisco's two most popular local programs.

"What's Doin', Ladies?" is simply Linkletter, his unerring ad lib and his trusty mike loose in a studio full of women.

The program's loaded with gimcracks—quizzes, contests, prizes, interviews, celebrities — everything that adds up to a gay party. There's even a beauty expert who turns up weekly to redesign the plain and plumpish.

In five months this program *tripled* Pacific Blue's hold on the 2:00-2:30 P.M. audience where only one Coast network offers any commercial opposition.

Better get a presentation from Blue Spot Sales or the

PACIFIC BLUE NETWORK

can deliver all 3 { MARKET AUDIENCE AVAILABILITIES

THE MARKET . . . *rich, hustling, free-spending as always . . . and with radio listenership greater than in almost any other major market in the country!*

THE AUDIENCE . . . *responsive, entertainable . . . and, according to latest Hooper reports, tuning more and more to WCAE!*

THE AVAILABILITIES . . . *first-class times are still open in periods with high audience ratings. The all-afternoon Tune Factory program, for example, can offer availabilities with ratings equal to the best "script show" competition.*

Better phone or wire today!

The KATZ AGENCY { New York • Chicago Detroit • Atlanta Kansas City • Dallas San Francisco

WCAE PITTSBURGH 1250 K. C.—5000 WATTS MUTUAL BROADCASTING SYSTEM

Radio Bishop

A RADIO PREACHER, one of the best loved public men of Buffalo, N. Y., has been elected Bishop of the Episcopal diocese of Pittsburgh. He is the Very Rev. Austin Pardue, who as Dean of St. Paul's in Buffalo won national recognition through his MBS program, *Our Morale*, which the network rated among its top ten programs. Pittsburgh diocesan committee has asked the Bishop-elect to keep up his radio work.

Ask Okay on KSLM Sale To McElwain-McCormick

H. B. READ, sole owner of KSLM Salem, Ore. last week asked FCC approval of his sale of KSLM for $69,000 to Paul V. McElwain and Glenn E. McCormick. He would receive $20,000 cash on FCC approval and the balance in four yearly installments. He stated in his application that he wished to retire from the broadcasting business.

Mr. McElwain, who would have 130 shares of the total of 150, is secretary-treasurer of the Baker Broadcasting Co., Baker Ore., licensee of KBKR, in which he is principal stockholder. KBKR now has an application for transfer of control to Marshall E. Cornett and Lee W. Jacobs, Klamath Falls, Ore., pending before the FCC. Mr. McCormick also owns 30 shares in KBKR which are involved in the proposed transfer [BROADCASTING, Oct. 11].

Mr. McCormick was formerly manager of KORE Eugene, Ore., and for two years has been manager of KBKR. Mr. McElwain is a partner with his wife and F. A. McElwain in Bay Motors, Marshfield, and Southwestern Motors, Coquilla, Ore.

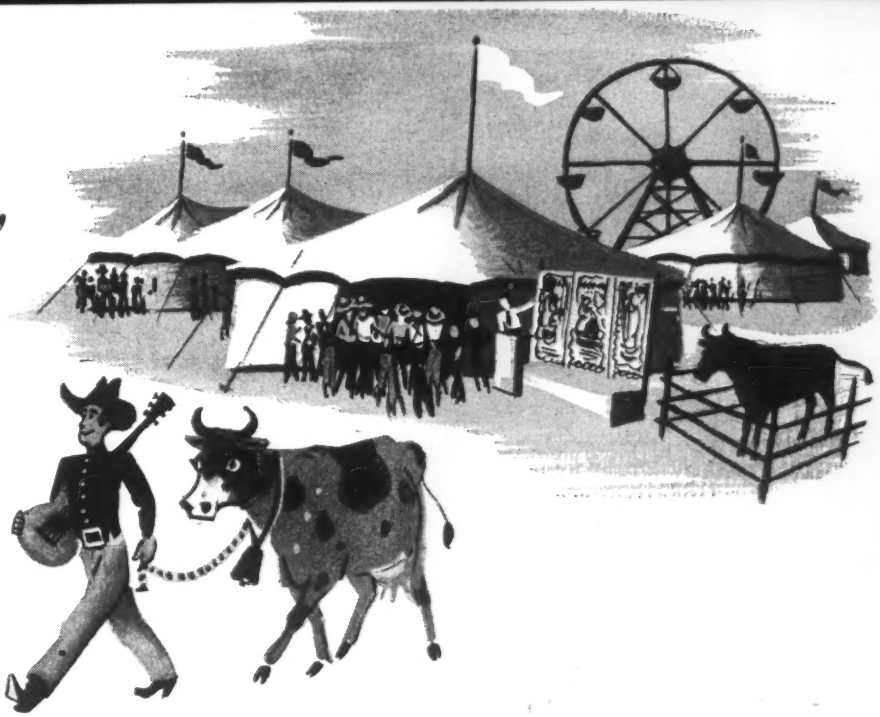
Orange Bowl to Gillette; NBC Sustains Rose Bowl

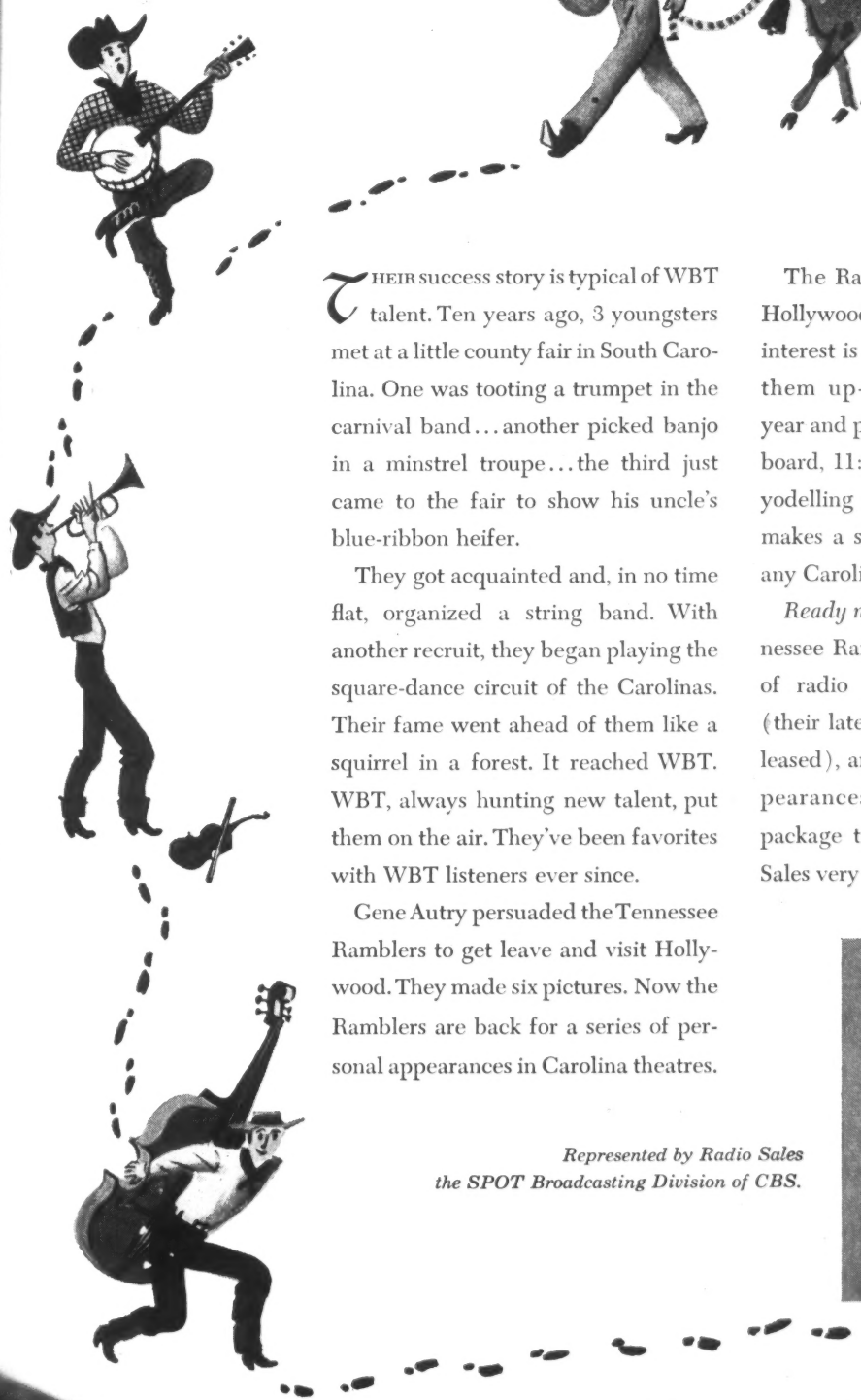
CLOSELY following announcement by Gillette Safety Razor Co., Boston, that it would again sponsor the New Years Day broadcast of the Sugar Bowl game, the company said it would sponsor coverage of the Orange Bowl game the same day, with both contracts set for the full CBS network. The Orange Bowl clash from Miami, 1 p.m. to approximately 3:30 p.m., will be described by Ted Husing and his assistant, Jimmy Dolan. The Sugar Bowl broadcast will begin at 3:45 p.m. from New Orleans, with announcers still unselected. Gillette's commercials will be for blades and shaving cream. Agency is Maxon Inc., New York.

NBC on Jan. 1, 1944, plans to bring its listeners a play-by-play description of the Rose Bowl game from Pasadena, presenting it on a sustaining basis with Bill Stern probably at the microphone.

FIVE additional firms—four of them in the retail field—have signed for local sponsorship of NBC's *World News Roundup* making a total of 23 local advertisers on the six-times-weekly quarter-hour feature.

From county fair to big time ...via WBT





THEIR success story is typical of WBT talent. Ten years ago, 3 youngsters met at a little county fair in South Carolina. One was tooting a trumpet in the carnival band... another picked banjo in a minstrel troupe... the third just came to the fair to show his uncle's blue-ribbon heifer.

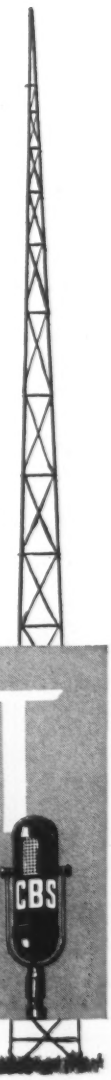
They got acquainted and, in no time flat, organized a string band. With another recruit, they began playing the square-dance circuit of the Carolinas. Their fame went ahead of them like a squirrel in a forest. It reached WBT. WBT, always hunting new talent, put them on the air. They've been favorites with WBT listeners ever since.

Gene Autry persuaded the Tennessee Ramblers to get leave and visit Hollywood. They made six pictures. Now the Ramblers are back for a series of personal appearances in Carolina theatres.

The Ramblers had a fine time in Hollywood, but they say their main interest is still WBT. We've just signed them up—exclusively—for another year and put them on the air across the board, 11:30-11:45 A.M., with WBT's yodelling Claude Casey as emcee. It makes a show to delight the heart of any Carolinian.

Ready now for sponsorship, the Tennessee Ramblers offer the triple value of radio popularity, movie stardom (their latest picture is about to be released), and widespread personal appearances. All in all, a very likely package to discuss with us or Radio Sales very soon.

Represented by Radio Sales the SPOT Broadcasting Division of CBS.



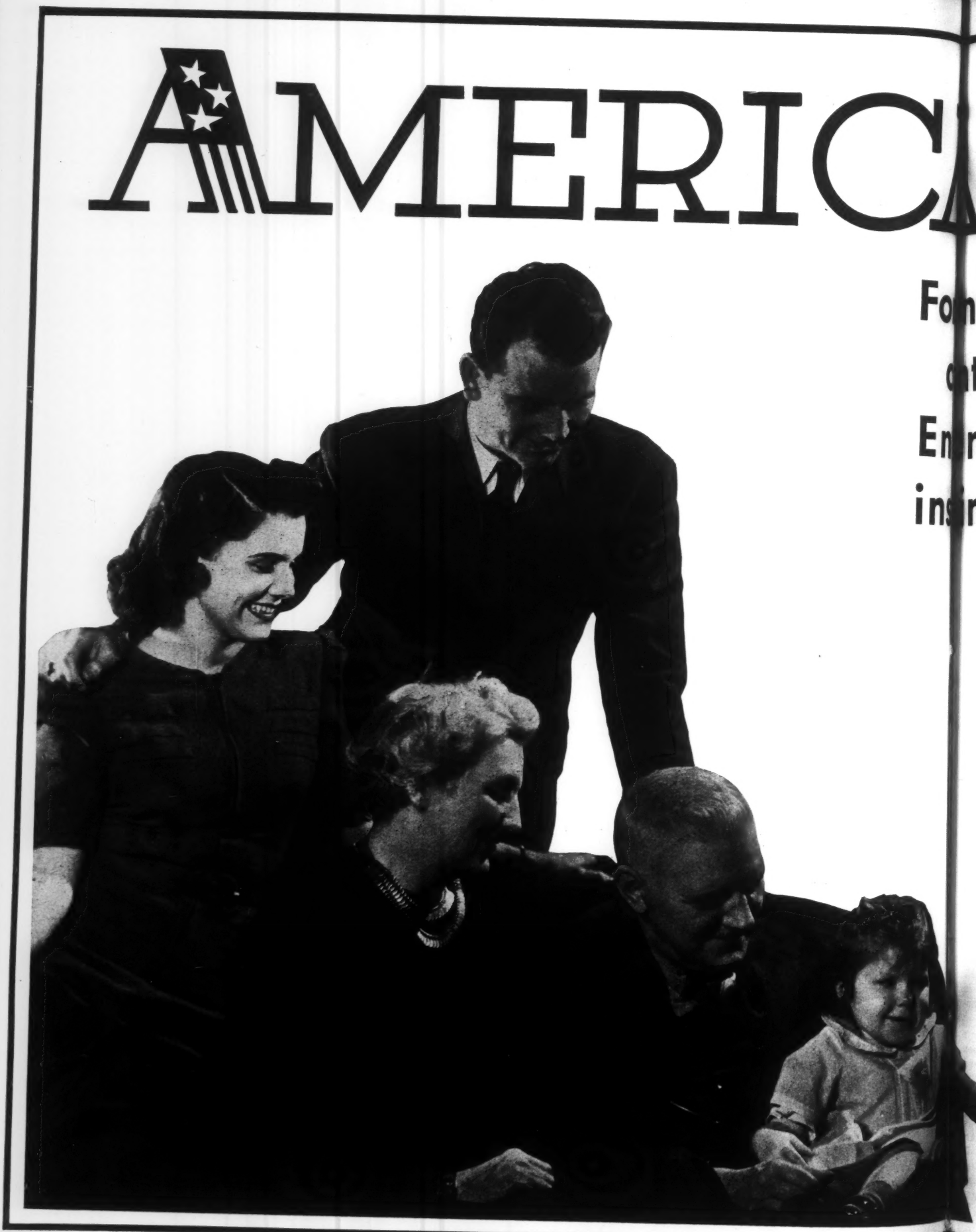
WBT

CHARLOTTE • 50,000 Watts

The South's Best Salesman

COLUMBIA OWNED

CBS


AMERICA
For
an
En
ins

CNS ALL!

Fondustry Company Radio Stations ntribute to American Family Entainment in a manner that insires friendship and confidence

Home front Americans in Fort Industry radio station markets - and they are most important and productive - like advertisers, recognize that

If it's a Fort Industry Station You Can Bank on it!

FORT INDUSTRY RADIO STATIONS

A FORT INDUSTRY STATION

WWVA Wheeling, West Va.	**WAGA** Atlanta, Ga.	**WSPD** Toledo, Ohio
WHIZ Zanesville, Ohio	**WMMN** Fairmont, West Va.	**WLOK** Lima, Ohio

XUM

Editorial

That Red Herring

THE BEST way to lick legislation is to raise merry ned about so-called monopolies, and defend the "little fellows".

That has been the recognized political formula from time immemorial. It was trotted out last week by FCC Chairman James Lawrence Fly. In opening the proceedings on the White-Wheeler Bill, he barged into a tirade against NBC and CBS and the "stooge NAB", who are seeking to restore "monopoly" through a Congressional "repeal" of the FCC's network-monopoly regulations, as he views it.

Mr. Fly did everything but talk about the bill and its provisions. He defended the FCC's administration. He blossomed forth with the story of how networks and stations are making more money than ever. It was money, monopoly and big business.

Before the hearings are over, we trust the "little fellows" will speak for themselves. This issue is not monopoly at all. It is the right of radio to enjoy the freedom of action and opportunity guaranteed by our Bill of Rights and our Democracy. If monopolies exists, the job is one for the Department of Justice under the anti-trust laws. Incidentally, the Department only a few days ago saw fit to drop anti-trust actions pending against RCA-NBC and CBS.

We think the Senate Committee understands the issue. It remains only for those interested in preserving a free, competitive American system of broadcasting to come forward and say their pieces, fully and factually, and without fear of reprisal from any quarter.

Study in Contrasts

THERE'S shooting aplenty in Washington these days about radio. Hearings are under way in the Senate on new legislation. The House, through two separate committees, is trying to make up its mind where to head in.

Because of the developments bound to come, there should be a better understanding of what this shooting is all about. People tell us that radio is always howling calamity, but never seems to get hurt. Chairman Fly observed the other day that the networks and stations are making more money than ever.

To clarify things, there's a study in contrasts in our last issue. Commissioner C. J. Durr, freshman member of the FCC who rather consistently has followed the philosophy of FCC Chairman Fly, raised the question of radio's ability to spread "culture and ideas" now and in the future merely as a "by-product of advertising". In a speech before the Third Free World Congress in New York he broadened his horizon to embrace world-wide radio, not simply domestic service. It was an address, cleverly contrived, in which he deprecated commercial radio without, however, making a direct plea for government operation.

In the same issue, Young & Rubicam, advertising agency that has blazed a trail of successful radio advertising, told an enthralling story of "How America is using one of its greatest war weapons"—radio. It explained that when war struck, this nation had one asset unmatched by any of our enemies or our allies—a radio audience of about 100 million citizens whom the government could *count on* to turn to their radios. They could be reached with vital war messages—this audience built over the years by American business.

Still quoting Y & R: More than $90,000,000 worth of time and talent was donated to the Government in 1942, and time and talent now is being donated at the rate of $8,000,000 a month. In actual broadcast time the aggregate of war messages broadcast totalled more than 18,000 hours or 750 days of listening.

Y & R brings out clearly and cogently that American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation. It observes:

"The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported."

That is the sort of radio Mr. Durr questions. It is the same radio that Mr. Fly has, on occasions, lambasted because of its refusal to sell time for controversial issues, or for the sale of union membership or such like.

It is worthy of note that the Durr position, sketched in his New York address, coincided as if from the same mold with the report of Philip Murray, CIO president, to the CIO annual convention in Philadelphia last week. Mr. Murray attacked commercial broadcasting. But, while the FCC protagonists of sale of time to labor and cooperatives cited the NAB Code as precluding such sales, Mr. Murray commented that labor finds it difficult to advertise because it is "financially unable to compete with big business".

So, when you are asked what all this shooting is about in Washington, keep in mind that it's as basic as radio itself. It's not this needling here, or pin-prick there, but the whole mosaic on which these reformers are working. That is toward a controlled system of radio. In Britain (where the pendulum is swinging the other way) they call it the British Broadcasting Corp., a government monopoly.

Off-side

OFTTIMES we have been accused of a "radio can do no wrong" complex. Sure we go down the line for radio, though betimes we have griped about practices that bode no good.

It now behooves us to get something off our chest. Why in the name of Marconi should two, or three or more networks carry the same football game each Saturday, just because it happens to be the standout? Unshirted heck was raised (by us and by others) when Elmer Davis wanted to combine all networks for a simultaneous program. The same has happened when others have advanced the thought of universal hookups for anything less than a Presidential address or some earth-shaking event.

Radio isn't helping itself or anybody by forced listening of that kind. We hopefully suggest that the four nationwide networks get together in advance and toss a coin on who gets what games. The law of averages should take care of the rest.

Our Respects To -

SHELDON CONYER VINSONHALER

WHEN a good man and a good job get together, they should continue the partnership. Sheldon Vinsonhaler found his niche 17 years ago when he helped found WLBN Little Rock—now KLRA—and has been its manager and guiding hand ever since.

But before KLRA entered the picture, Vinsonhaler played the field of employment possibilities. After his discharge from the 19th Field Artillery Brigade at the close of World War I, he decided on a business career. So he entered business college, from which he was graduated right into the California film industry. He worked with Lois Weber Productions and Maurice Tourneur. Then he transferred to the Burroughs Adding Machine Co. in Los Angeles, as a salesman.

The California climate was balmy, the job good, the business career progressing as scheduled, but Sheldon Vinsonhaler, being an imaginative young man, felt the call of distant lands, a nagging urge for adventure. And being also a practical chap, Vinsonhaler put foundations under his air castle by securing a job to support his adventuring. Soon he was on his way to Central America as an employe of the United Fruit Co. He liked the Spanish customs so well that he stayed two and a half years.

Whether it was the attraction of a young lady of Little Rock who was later to become Mrs. Vinsonhaler, or the offer of a position with Atwater Kent Radio as Arkansas representative, is a matter of conjecture, but one or the other brought Vinsonhaler back to Little Rock. He had gone to school there and spent much of his early life in that city before his family moved to Fort Worth, Tex.

That was in 1926 when he returned. That same year Roy Stueber, state distributor for Atwater Kent, bought a 50 watt portable transmitter, with the call letters WLBN, on 1020 kc, by authority of the Dept. of Commerce.

"And that is the way it all started," says the man who has been its manager since. "From there on," he says, the company went through "gradual power increases, hearings, failing eyesight from looking over the spectrum for better frequencies until we are now on 1010."

Roy Stueber sold his interest in the Arkansas Broadcasting Co. in 1932, to A. L. Chilton, and later the company purchased KGHI Little Rock, which it now operates. Thus, Vinsonhaler is now general manager

(Continued on page 42)

This is Number 3 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

The subject of No. 1 was a summer series of City Park Concerts . . . of No. 2 "Wartime Women," KOIN's award-winning nightly broadcast of women's war activities . . . Now comes

MILLION DOLLAR ☆ CLUB ☆

—a half-hour broadcast at 9:30 p. m. each Tuesday on the theme of year-round *War Bond promotion.* Launched early in '43 with the enthusiastic support of the Oregon War Bond staff, its top quality entertainment value has earned it a substantial Hooper rating. A score of radio artists blend songs, music and fun . . . with every show climaxed by the initiation of prominent citizens credited with the sale of *a Million Dollars in War Bonds.* To date club membership numbers 82, including many of the best known names in Oregon.

JOHNNY CARPENTER, Director of Special Events, m.c.'s the shows and CHET DUNCAN, Director of Public Relations, is responsible for the initiations.

Certificate of Membership
★ KOIN ★
MILLION DOLLAR CLUB
BY THE UNITED STATES TREASURY DEPARTMENT, I DO DECLARE
THANKS A MILLION FOR A MILLION

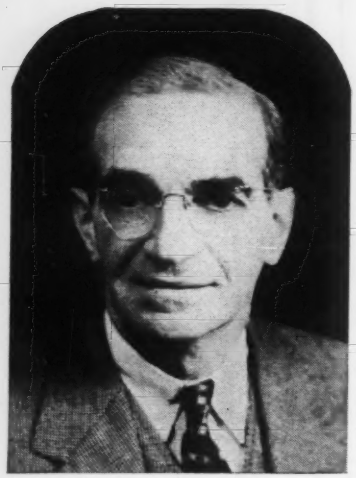
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc. National Representatives

In circle, from left—
Owen "Red" Dunning, the "Hillbilly Humorist"; Chet Duncan; Johnny Carpenter; Joseph Sampietro, Musical Director.

In triangle—
The "Barber Shop Four" in appropriate setting.

At right, above—
The Membership Certificate.

At right—
Joseph Sampietro directs orchestra and chorus with Margaret Carroll, vocalist.



"Glad We Chose Station KSO for Des Moines"

. . . writes Ben Mulhauser

Rating high in the Des Moines area, is "Guest of Honor" sponsored by the Crescent Macaroni & Cracker Company of Davenport, Iowa.

This quarter-hour program, broadcast thrice weekly, includes interviews with "Guest" grocers and movie ticket awards to their customers, with a background of good music. Here's the comment of Ben Mulhauser, Crescent's advertising manager:

"To make our type of radio program click, requires considerable personal service, by both your studio staff and commercial department. The fine way you fellows have followed through on all important details, makes us glad we chose KSO for the Des Moines Market.

"It has been a pleasure working with you for the past 2½ years. The fact that our program continues on and on, speaks for itself."

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in

DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

Our Respects to

(Continued from page 40)

of KLRA and KGHI, and also commercial manager of KLRA.

During the expansion period of these stations, he has built five sets of studios. And moved them four times. He has supervised construction of three transmitters, complete with tower and ground systems, only to have the potent Arkansas wind topple them over—all but the last. And he has the distinction of having one station (KGHI) with a single frequency in two networks, Blue and Mutual, and another station (KLRA) with one network—Columbia—and two frequencies.

Sheldon Vinsonhaler was born Sept. 7, 1898 in Chicago, and was educated in Little Rock and Fort Worth. In 1930 he married Janet Keith, now the mother of their two children, Keith, eleven, and Jancy, just five.

As chairman of the State Appeal Board of Selective Service, Sheldon takes his place among the volunteer war workers, in addition, of course, to his station's part in America's war program. He is also a member of the American Legion, Christ Episcopal Church, a director in the Little Rock Ad Club, member of the Greater Little Rock Chamber of Commerce, the Little Rock Club, and the Arkansas Sales Executives' Council.

Before war activities and clubs took so much of his time, he used to enjoy a Sunday morning golf game, but that along with his swimming, has been shelved for a while.

However, the Vinsonhaler sense of humor can't be laid aside, much to the delight of his associates. And some time, if in the right mood, he might tell about the time on the club golf course when. . . . But that's another story.

Bill Seeks Recognition Of Public Relations Men

IN A RENEWED effort to enlist active cooperation of stations in the conduct of industry public relations, Edgar Bill, chairman of the NAB public relations committee, has sent all NAB members a printed pamphlet, "There Is an Indispensable Man!" in which station managers are asked to acknowledge their responsibility for these reasons:

"He controls station policy; he can commit the station to cooperation in public projects; he can direct the expenditure of funds for staff memberships in civic and social clubs and other organizations; he can delegate responsibility; he is a 'public symbol' of the station; he is permanent."

SUGGESTED copy for radio commercials, newspaper, magazine and poster copy and layouts and other material for advertisers to use in helping to fight inflation are contained in a brochure issued by the War Advertising Council, titled "37 Billion Dangerous Dollars."

Personal NOTES

N. E. KEESELY, former account executive of N. W. Ayer & Son, New York, and a member of that agency's radio department for the past 15 years, on Nov. 1 joined CBS as manager of program sales. He will work with the network sales and program departments in development and sale of CBS-built shows.

J. LEONARD REINSCH, general manager of WSB Atlanta has been elected a member in the U. of Georgia chapter of Sigma Delta Chi, national professional journalism society.

JOE EVANS, formerly with the *San Diego Union & Tribune-Sun*, and the *Buffalo Times*, has joined the sales staff of KGB San Diego, as an account executive.

LT. COL. WILLIAM LITTLE, Signal Corps, former communications chief, Mediterranean Base Section, North Africa and now on duty at the Signal Corps Storage and Issue Agency, Philadelphia, has been awarded the French Voluntary Military Service Cross by General Henri Giraud, according to an announcement by the War Dept. Col. Little previously served in the Material Branch, Office of the Chief Signal Corps Officer, Washington, D. C.

BEN S. FISHER, Washington radio attorney, has been elected national president of Sigma Chi Fraternity and was guest of honor at the Fraternity's annual Constantine dinner Nov. 6.

FRANK SAMUELS, former newspaper representative and a member of the KGO San Francisco sales staff for the past six months, has been appointed sales manager of the station, succeeding Ray Rhodes, resigned.

RAY RHODES, formerly sales manager of KGO San Francisco, has resigned to become account executive at KFRC San Francisco, replacing Jack Hall, who has transferred to the CBS sales staff.

WALTER H. CONWAY, formerly a member of the sales and promotion Staff of KYA San Francisco, has joined NBC Chicago as an assistant to Emmons C. Carlson, manager of advertising and promotion.

PRESENTED with a special half-hour broadcast in recognition of ten years of service to radio audiences of northeastern Ohio, L. O. Klivans, president of Burts' Inc., Cleveland department store, holds trophy given him during the program by H. K. Carpenter (r), vice president and general manager of the United Broadcasting Co. (WHK-WCLE-WHKC). Burts' Inc. has sponsored many programs over WCLE Cleveland during the ten year period.

SHOUSE ON SPECIAL MISSION TO LONDON

JAMES D. SHOUSE, vice-president of the Crosley Corp. in charge of broadcasting operations, will visit London shortly at the invitation of the British Broadcasting Corp., and at the same time will undertake a special mission for OWI. A pioneer broadcast executive, Mr. Shouse has served on the OWI Radio Bureau consulting staff since its creation two years ago. He also has been identified with overseas operations, in view of the Crosley ownership of WLWO, international broadcasting station, Cincinnati.

Mr. Shouse

Other top broadcast executives on missions to the European and Mediterranean war theatres include Niles Trammell and John P. Royal, president and vice-president respectively of NBC now abroad, and William S. Paley, CBS president, who shortly is expected to leave for North Africa on a special radio mission for OWI Director Elmer Davis. During Mr. Shouse's absence, Robert A. Dunville, vice-president of the Crosley stations, and executive assistant general manager, will be in supervisory charge of WLW and WSAI.

T. McGREGOR PARKER, WBT Charlotte, N. C., sales promotion manager, has been appointed to the board of directors, Civilian Defense Volunteer Office, for the Charlotte district.

DUDLEY TICHENOR, former manager of KVOR Colorado Springs, is now in the Army. He is succeeded by Everett Shupe of the sales department.

HAROLD BOCK, NBC Western division publicity director, returns to Hollywood headquarters Nov. 22 following conferences in Chicago and New York.

FRED R. RIPLEY, has resigned as vice-president and director of WSYR Syracuse. Future plans are not yet known.

A. A. BRANDT, general sales manager of General Electric Co., Schenectady, will present a special film explaining the engineering developments which make television possible and their adaption to post-war television sets, as a feature of the Nov. 17 luncheon meeting of the American Marketing Assn. Luncheon is a continuation of the "Radio in Wartime" series held last winter by the AMA under the chairmanship of George H. Allen. It is open to all agency, advertising and media personnel.

Tolman a JG

DAVID E. TOLMAN, attorney in the Washington law offices of Segal, Smith & Hennessey, has been commissioned a lieutenant (jg) in the Navy, and reported last Monday at Quonset Point, R. I. for an indoctrination course. Lt. Tolman, a native of Salt Lake City, has been with the Segal firm for the past seven years. Lt. Com. Paul M. Segal, senior member, has been on active duty at Naval Communications Headquarters in Washington for the last two years.

XUM

Historians may question whether canny Peter Minuit actually purchased Manhattan Island for $24 . . .
But there's no question about the sales-influence canny advertisers are buying in the rich mid-west region served by the Cowles Stations. Blessed by Nature with the world's most productive farm land, this area includes:
16 wholesale centers, over 25,000.
80 retail centers, 5,000 to 25,000.
601,543 farms, each a war-industry in itself.
1,387,690 radio homes (daytime primary) with population-total of 6,000,748.
To this entire region, Cowles Stations beam your advertising at group rates as low as $61.50 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1943.
THE BIG BUY OF 1626
$24.00
THE BIG BUY OF 1943
$61.50★
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
Manhattan
The Cowles Group
THE COWLES STATIONS
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
GEARED FOR RESULTS
WMT
CEDAR RAPIDS
WATERLOO
KRNT
DES MOINES
KSO
DES MOINES
WNAX
SIOUX CITY
YANKTON
REPRESENTED BY THE KATZ AGENCY

"Plug Kendrick says:

NEWS MEANS AUDIENCE!

Martin Agronsky
H. R. Baukhage
Frederic Bauer
Jimmie Fidler
Earl Godwin
John Gunther
James G. McDonald
Harry McTigue
Gilbert Martyn
Roy Porter
Rodriguez and Sutherland
Raymond Gram Swing
Dorothy Thompson
Edward Tomlinson
John W. Vandercook
Westbrook Van Voorhis
Walter Winchell

ALL ON —

WINN LOUISVILLE with WINN

Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

MARGARET EARLY, former special announcements editor of the BLUE news and special features division, joined WABC New York on Nov. 1. She now handles the quarter-hour morning program for feminine listeners, formerly conducted by Adelaide Hawley, now a woman commentator for WEAF New York. Replacing Miss Early at the BLUE is Priscilla Lombard, former secretary to Thomas Velotta, assistant director of news and special features.

HECTOR CHEVIGNY, Hollywood freelance writer, has moved to New York.

ENSIGN FRED HENRY, former news and special events director of KMPC Beverly Hills, Cal., and now with the Navy, has been assigned to Admiral Lord Louis Mountbatten's staff and will be stationed in India.

ELEANORE (Pat) HURLEY, formerly photo editor of WOR New York, has been named publicity director of WQXR New York, Nov. 15, replacing Allan H. Kalmus, resigned. Before joining WOR eight years ago, Miss Hurley was with the NBC press department.

GIL NEWSOM, Eastern seaboard announcer on Coca-Cola Co.'s *Victory Parade of Spotlight Bands* on the BLUE, entered the Army last week. He has been replaced by Michael Roy, formerly Chicago announcer for the show.

KLEVE KIRBY has reverted to his rightful name now that the BLUE and NBC networks are officially separate. He had been known for several years on NBC as Cleve Conway to avoid confusion with Durward Kirby, announcer.

HERBERT LATEAU, recently honorably discharged from the Army Air Forces and formerly of WKY, KOMA, KARK and KVOO in the Southwest, has joined the production staff of NBC central division.

HERB DEXTER has resigned from the announcing staff of WPEN Philadelphia to free lance.

FREDERICK W. COLE, formerly promotion manager of WFEA Manchester, Mass., is now program manager of the station.

DONN BENNETT, program producer of KYW Philadelphia, reported for induction into the armed forces on Nov. 5.

JACK STEPHENS, formerly of KLX Oakland and KSAN San Francisco, has joined the KSRO Santa Rosa, Cal., announcing staff. Albert C. Brown, new to radio, replaces Bert Johnson, resigned, as newscaster.

BILL DALLAS has been named chief announcer of KARM Fresno, Cal.

VIRGINIA DAVIS, continuity director of WPDQ Jacksonville, Fla., on Oct. 21 was married to Bob Mann, former WPDQ announcer.

PATRICIA JUNE VOILS, CBS scriptwriter, and John S. Tillman, CBS announcer, have announced their engagement and will be married in December.

PEGGY CAVE of KSD St. Louis will conduct several business and discussion sessions at the radio conference at Stephens College, Columbia, Mo., Nov. 19-21.

JERRY LAW, who has handled radio for credit chain stores, has succeeded Ed Harvey as program director of WINS New York.

WCKY Men to Service

FRED THOMAS, WCKY Cincinnati news editor, and John E. Murphy, publicity director, have reported for duty in the armed services. Mr. Thomas is at the Marine corps base at San Diego for basic training and Mr. Murphy is at the Naval Training School, Naval Air station, Quonset Point, Rhode Island, where he will become a lieutenant (j.g.) in the Naval Reserves.

DICK PRESENZ, special effects man of CBR Vancouver, has resigned.

DARRELL DONNELL, newscaster of KFRC San Francisco, married Harriett Greene, a member of the San Francisco OWI staff, on Oct. 23.

RAY BOHANNAN, formerly with KQW San Francisco, has joined the announcing staff of KJBS San Francisco.

CHARLOTTE MORRIS, new to radio, has joined the musical staff of WJJD Chicago. She replaces Dick Baker, who will freelance.

CLAUDE HARING is new sports announcer of WCAU Philadelphia succeeding Taylor Grant, who continues with the station handling news programs.

RAY WALTON has left the announcing staff of WIBG Philadelphia to join the armed forces.

MAURICE WALLER has joined the announcing staff of WLW Cincinnati. June Bolmeier has been appointed public service director.

LEE TAYLOR, formerly of WBAL Baltimore, and Hal Barkas, formerly of WKAT Miami, have joined the announcing staff of WJNO West Palm Beach, Fla.

PHYLLIS HALLER, traffic manager of KYSM Mankato, Minn., has enlisted in the WAVES. She is replaced by Monica Kruse, new to radio. Jeanne Kimball has resigned as continuity director to freelance and is replaced by Niki Novak, new to radio.

JOHN HENKES, KSYM Mankato, Minn., announcer, has just returned from Chicago, where he and his bride, the former Harriet Mesenbrink, were honeymooning.

J. RICHARDSON LOUGHRIN, KYSM Mankato, Minn., program director, is the father of a boy born Oct. 21.

PAUL PRICE, announcer of WAOV Vincennes, Ind., is now on a honeymoon with his bride, the former Viola Hand of Indianapolis.

BOB O'CONNER, formerly announcer of WLS Chicago, has joined KMPC Beverly Hills, Cal.

KAY RICHINS has joined the announcing staff of KDYL Salt Lake City.

ROSALIND KHARFEN, formerly with the CBS New York shortwave division, has joined the WCAE Pittsburgh continuity staff. Samuel Sagan has joined the announcing staff.

ROBERT RUNYEN, announcer at WOWO Fort Wayne, Ind., is active in the Fort Wayne Civic Theater having been cast in several leads. Bob Sherman, news chief, served as electrician for the touring Metropolitan Opera Co., in their presentation of *Faust*.

HERB ALLEN, staff announcer of KFI Los Angeles as well as announcer on the weekly NBC *People Are Funny*, was named Pacific Coast division winner of the 1943 H. P. Davis award on Oct. 28. Citation is presented each year to the outstanding announcer on affiliated stations of that network.

SCOTT NEWHALL, editor of San Francisco *Chronicle* Sunday news magazine, *This World*, has started a weekly quarter-hour commentary on BLUE Pacific stations, Saturday, 7:30-7:45 a.m. (PWT).

JACK DENNET, formerly of CKRC Winnipeg, has joined the announcing staff of CFRB Toronto, replacing John Collingwood Reade.

WALLY ARMOUR has been appointed musical director of CFRB Toronto replacing Roy Locksley who is with the Royal Canadian Navy's theatrical group.

JOHN M. TEEL, former BLUE Network singer, has joined KGO San Francisco as announcer.

HUGH TURNER, announcer of KGO San Francisco, has joined Pan American Airways as a radio operator.

YVONNE DALE, formerly program director-writer of KHUB Watsonville, Cal., has joined the continuity staff of KLX Oakland.

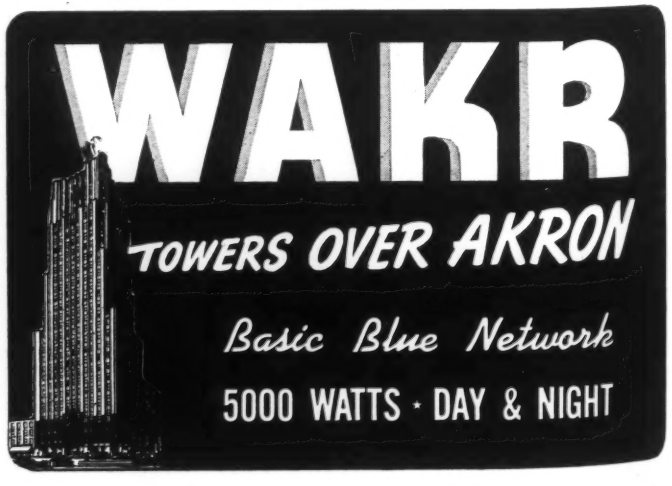
VIRGINIA DIETRICK, free lance writer, has joined the continuity department of WHIO Dayton, replacing Martha Crowl.

JOHN SWALLOW, NBC Western division program director, is in New York for conferences.

CATHERINE VORDER-BREUGGE has joined the announcing staff of WHBQ Memphis and will also serve as speech coach.

VIRGINIA ADAIR MOORE, writer for the interview show, *Memphis Fathers*, heard on WHBQ Memphis, was married recently to Naval Lt. Stanley Snow.

L. D. BARNHARDT, former production manager of NBC Chicago, and program director of KXEL Waterloo, Ia., has joined the production staff of WBBM Chicago.



XUM

TODAY'S HISTORY IS *TONIGHT'S DRAMA!*

For more than ten years now, WMCA's poignant daily news drama, FIVE STAR FINAL, has presented a stirring picture of world events to New York's anxious millions. FIVE STAR FINAL is much more than part of the pot-pourri of radio shows flooding metropolitan airlanes. This is one of the most looked-forward-to, talked-about institutions in this great market.

Because night after night after night, a hard-working group of radio folks unfolds the day's history before the smoke has a chance to clear . . . fifteen minutes of skilfully written, superbly produced dramatization of last-minute news. *The oldest daily show of its kind in radio!* More important to you, though, it's an institution advertising-wise.

Why not let us tell you about those advertisers who have successfully used FIVE STAR FINAL throughout the past decade. The show is available right now three nights a week and you'll certainly want to know its story. Just ask us or Weed & Company for the lowdown.

Photos Courtesy of U.S. Marine Corps and U.S. Army Air Forces

wmca

FIRST ON NEW YORK'S DIAL 570 . . . AMERICA'S LEADING INDEPENDENT STATION

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

OWI PACKET, WEEK NOV. 29

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 29. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your client what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Wave Recruiting	X	X	X				
Bonds For Christmas Gifts*	X	X	X	X	X		
Fight Waste	X		X		X		
Eat More Potatoes				X	X		
Careless Talk							X
Tax Returns						X	
Mail Early For Christmas	X						

See OWI Schedule of War Messages No. 84 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
*55 seconds—available for sponsorship.

Conservation, Potatoes, Income Taxes Get Special Treatment in OWI Packet

FOUR special war jobs are tackled in the group of campaigns listed for broadcasting under the OWI Domestic Radio Bureau allocation for the week of Nov. 29. These are: Conservation of all civilian goods and services, a "mail early" campaign for civilian Christmas gifts, a campaign to move potatoes into home storage and larger consumption, and a drive to remind farmers to file their income tax returns.

Farmers, unlike other Americans, file their estimated income tax report on Dec. 15 this year (non-farm workers filed Sept. 15). The form is easy to fill out and local collectors are glad to answer questions. Many farmers who will file a return this year have never done so before. The OWI messages will be broadcast live on the National Spot Plan.

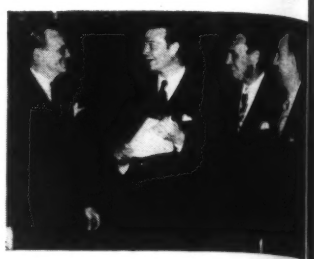
Eat More Potatoes

Dealing with another "agricultural problem" is the Eat More Potatoes Campaign, scheduled for the OWI group of stations under the Station Allocation Plan. The problem is a surplus—America's fall potato crop is breaking all records. Although storage facilities are larger than last year there will not be enough space to house all the potatoes. Civilians are being urged to buy and to store large amounts.

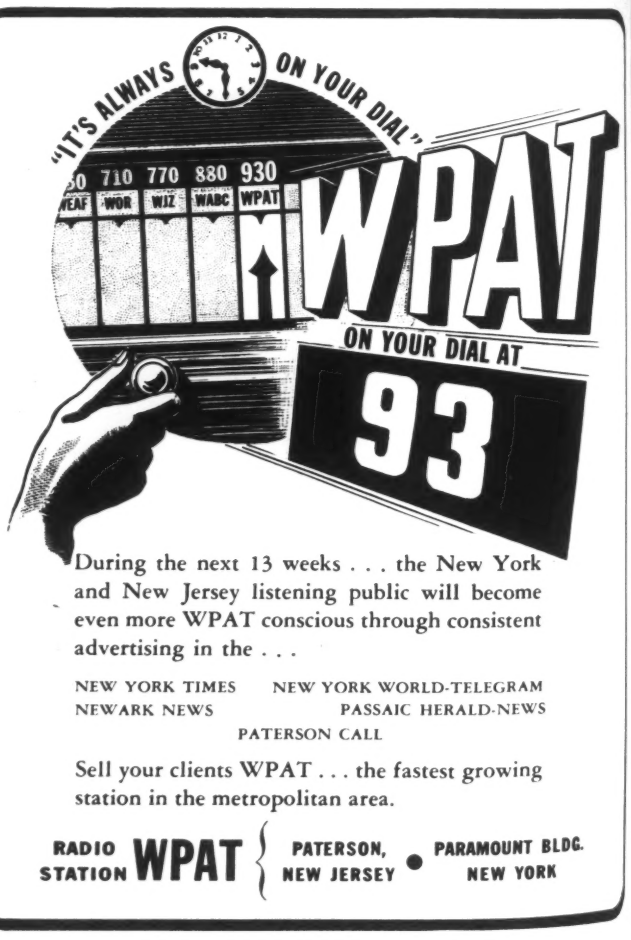
The Fight Waste campaign is billed by OWI as the overall campaign to promote conservation of everything civilians buy. Demands of our armed forces and fighting allies preclude any unnecessary production to meet civilian needs. Listeners are urged to conserve, buy sparingly, share willingly and salvage those things formerly thrown away. Fight Waste is scheduled on the Network Plan and on all independent stations, thus giving it complete coverage.

Fourth of the "war jobs" which OWI is asking radio to do during the week of Nov. 22 is that old friend "Mail Early for Christmas." Early Christmas mail for soldiers overseas has been urged by radio and by newspaper advertising of department stores with exceptionally good results. (Some soldiers have already received their holiday gifts!) The problem of civilian Christmas mail is a hardy perennial made acute by the wartime transportation difficulties. OWI's announcements will be heard on the Network Plan, and national advertisers will cooperate with messages delivered via the Special Assignment Plan.

Although OWI makes no mention of a relationship between the Fight Waste campaign and the November-December campaign for War Bonds, observers are quick to point out that the War Bonds for Christmas idea is aimed at the development of an excessive and possibly dangerous buying spree in the weeks before Christmas. Thus the two campaigns would seem to have somewhat similar objectives. At the same time, the war bond messages, which are available for sponsorship, are directed at continuing and greater participation in the payroll savings plan. The keynote, as expressed by OWI is to "keep up the strong offensive started in the Third War Loan."



SOUTHERN HOSPITALITY as practiced in Hollywood, was extended T. V. Hartnett (left), president of Brown & Williamson Tobacco Co., by this talent-network-agency trio, when he dropped in on rehearsal of the weekly NBC *Red Skelton & Co.* during his recent West Coast visit. Winston-Salem tobacco firm sponsors the weekly half-hour comedy series. Welcoming Mr. Hartnett (l to r) are Red Skelton, star of the show; Sidney N. Strotz, network Western division vice-president, and John Guedel, vice-president of Russell M. Seeds Co., agency servicing the tobacco account.



During the next 13 weeks . . . the New York and New Jersey listening public will become even more WPAT conscious through consistent advertising in the . . .

NEW YORK TIMES NEW YORK WORLD-TELEGRAM
NEWARK NEWS PASSAIC HERALD-NEWS
PATERSON CALL

Sell your clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

ON THE AIR
"Well, it was raining, and we were in Peoria."
ON THE SCREEN
"Well, it was raining, and we were in Peoria."
ON THE STAGE
"Well, it was raining, and we were in Peoria."

COMEDIANS "RIB" *Peoria*

But IN THE BUSINESS OFFICES, *men who are responsible for* SALES *know these facts*

$ Peoriarea is a good market now. Factories are at peak production. Business is showing tremendous volume. Agriculture is highly profitable.

$ Peoriarea will be better after the war is won. because of (1) diversified industry, (2) post-war planning for quick change over, (3) agricultural stability.

$ 614,200 Persons in Peoriarea. They are your potential customers. 181,515 are employed. Those in agriculture and industry have an average income of over $3,000 a year.

$ Close to the Hearts of the People. No outsider can get into this market like WMBD. For 17 years, folks have depended on WMBD for the best in entertainment, news, community service.

$ A progressive, fertile market. Put a share of your advertising dollars to work in this wealthy market. One-medium coverage — WMBD — assures you of generous rewards for your sales effort.

FREE & PETERS, INC.
Exclusive National Representatives

WMBD Is a MEMBER CBS

PEORIA BROADCASTING COMPANY, PEORIA 2, ILLINOIS

WMBD

KEEP ON BUYING WAR BONDS

WAR BONDS

WSJS

NBC
Station For
Winston-Salem
Greensboro
High Point

★

5,000 WATTS
600 KC.

★

BLANKETING North Carolina's Rich Tri-City Section, the State's No. 1 Market! CONCENTRATING on a 10-County Primary-PLUS Area of 578,700 Population With 100,312 Radio Homes!

National Representatives

HEADLEY-REED COMPANY

CAB Reports Gain In Radio Audience

Net Leaders Open Season With Higher Ratings

LARGER audiences are building up for the 1943-44 radio season, CAB predicts on the basis of its first report of the fall and winter period. The report includes the initial ratings for six old-time radio productions, Fibber McGee & Molly, Eddie Cantor, Kate Smith, Bob Burns, Amos 'n Andy, and Big Town.

Cantor Up 7 Points

Scoring 37.6, as against 35.0 for October, 1942, the Fibber McGee program immediately became the leading network program. Eddie Cantor opened at 24.3, a jump of seven points over the last year's corresponding figure. Kate Smith was recorded at 19.7, compared with 20.1 in October, 1942. Bob Burns initial rating was 18.6, more than double his 9.0 score of last year. Amos 'n Andy, radio's oldest character act, returning to the air as a half-hour show, was rated at 17.3, making it the 21st among evening half-hour programs. Big Town, now sponsored by Ironized Yeast, was rated at 12.1.

The median of half-hour evening programs for October, 1943, is reported by CAB as 11.9 by the day-part recall method and 9.9 by coincidental. For the same month of last year the medians were day-part 10.5, co-incidental 9.5.

The 10 CAB leaders for October are: Fibber McGee & Molly, Bob Hope, Lux Radio Theatre, Charlie McCarthy-Chase & Sanborn, Kraft Music Hall, Red Skelton, Sealtest Village Store, Maxwell House Coffee Time, Aldrich Family, Kay Kyser and Hit Parade.

Noble Dined

THE BLUE announcing staff welcomed Edward J. Noble to his new post as owner of the BLUE at a dinner at the Olney Inn, New York, Nov. 5. Guests included: Mark Woods. Edgar Kobak, C. Nicholas Priaulx, Phillips Carlin, John McNeil, C P Jaeger, Charles Barry. Murray B. Grabhorn, G. W. Johnstone, Ray Knight, and Melvin P. Wamboldt. Attending were members of WJZ's sales staff as well as the network and spot sales staffs.

Tea Bureau Cited

STRIKING at tactics of Tea Bureau Inc., New York, for increasing the consumption of tea in the United States, the Federal Trade Commission has directed a complaint against both the company and its agency, William Esty & Co., New York. Tea Bureau, controlled by the International Tea Market Expansion Board, an English corporation, and sponsored by the tea growers of British India, Ceylon, Sumatra and Java, came under the judicial eye of the FTC with advertisements over the radio and in other media saying, it is alleged, that tea will relieve persons whose activities induce chronic fatigue and nervousness. Also objected to is the alleged claim that drinking tea will improve health, increase vitality and restore energy and may be drunk in any quantity without injurious effects.

COULTER IS NAMED CBS PROGRAM V-P

DOUGLAS COULTER, director of broadcasts of CBS, was elected vice-president in charge of programs at a meeting of the network's board of directors Nov. 1. He has been with CBS since April 1936, joining the network after 11 years with the radio department of N. W. Ayer & Son.

Mr. Coulter

Born in Baltimore, Mr. Coulter received his A.B. degree from Johns Hopkins U in 1921, did post-graduate work in geology here and abroad and taught for a while at the American University in Cairo, joining Ayer on his return to America in 1925. Five years later he was made vice-president in charge of radio at the agency.

Mr. Coulter joined CBS as assistant director of broadcasts. He was made director in the spring of 1941.

Bentley in London

JULIAN BENTLEY, news editor of WLS Chicago, arrived in Great Britain Oct. 27, a guest of the British Information Service. He will study agricultural and radio problems. George C. Biggar, of WLW Cincinnati, also is in England as a BIS guest [BROADCASTING, Nov. 1].

Decca Profit

DECCA RECORDS reported a consolidated net profit of $679,676 for the first nine months of 1943, after provision for taxes, compared with a net of $554.992 for the like period of 1942. Earnings are equal to $1.75 per share this year, compared with $1.43 per share last year. Decca board of directors on Nov. 1 declared an extra dividend of 40 cents a share in addition to the regular quarterly dividend of 25 cents a share, both payable Dec. 14 to stockholders of record Dec. 1.

Wismer Wins Award

HARRY WISMER, BLUE sports commentator, last week was given the *Sporting News* award for the "outstanding sports announcer of the year". Presentation, which took place in New York Nov. 4 before a gathering of sports writers and radio editors and officials, was broadcast on the BLUE. Arthur Flynn, business manager of *Sporting News*, made the presentation.

"MIRACLE Radio Control" and "Miracle Aerial Loop", manufactured by Miracle Mfg. Co., Conshohocken, Pa., will not produce greatly improved reception or enable one to hear clearly both foreign and domestic broadcasts which otherwise would be unobtainable, according to a Federal Trade Commission order to cease making such representations. The "Control" has "no effect whatever upon a receiving set" says the order, and the "Aerial Loop is nothing more than a length of insulated copper wire," and is "no more effective . . . than a length of ordinary copper wire".

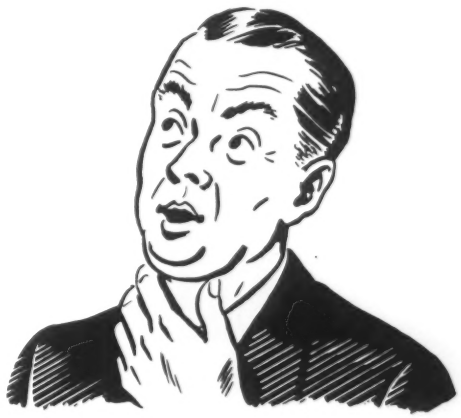
DAYTON and WHIO are "Just like that!"

IN WAR and peace the Dayton market —and it's a rich one!—listens most to the station that leads in civic service, top local shows, and the "cream" of Columbia. That's WHIO—as any Daytonian will tell you.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

We've got a hook in our voice



One's larnyx, we'll admit, is an unusual place to find a hook. Particularly a radio station's voice box. Yet that's where you'll find ours. A diabolical weapon, too, if ever you saw one.

This hook in the voice of WHK pulls cutomers in off the street, extracts money from their pockets, hands them *your* merchandise, and sends them on their way smiling broadly. (No, Cuthbert, it does *not* wrap packages.)

We know all this, because we get our dope straight from Cleveland's best-informed feedbox—the merchants of our town. *They use more time over WHK than over any other leading station!*

No wonder WHK is retailers' choice in Cleveland. Merchants have found out that WHK *sells . . . the . . . goods!* If today's retail advertising doesn't pay off tomorrow—oh oh! But, no oh-oh! where WHK is concerned. That's because we're the Voice with the Hook. Try us and see.

NO WONDER

WHK

IS

Retailers' Choice in Cleveland

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland and WHKC, Columbus

WGR
5,000 WATTS
Buffalo's Most Powerful Transmitter Plant
MUTUAL
BUFFALO BROADCASTING CORPORATION

First Listener Study in Occupied Europe Shows Our News Programs Effective

THE VOICE OF AMERICA, speeding 2,500 broadcasts a week, in 26 languages, across the Atlantic by shortwave radio, is heard and its counsel followed by the people of occupied Europe, who risk their lives to listen, declared Louis G. Cowan, chief of the Radio Program Bureau, Overseas Branch, OWI, at the second annual luncheon given by the Pulse of New York, research organization.

10% Heard Programs

Citing the first survey ever made of listening habits in enemy territory, Mr. Cowan said interviews with Italians in Catania showed that approximately 10% of the population had heard programs from America, either directly or as rebroadcast on medium waves from the BBC in England. Today American transmitters in Algiers, Tunis and Palermo are also rebroadcasting the shortwave progams to Europe. He played recordings made in Madrid and London to show the general high quality of reception of our shortwave programs, despite atmospheric conditions and Nazi jamming.

News, with a maximum of fact and a minimum of commentary, is the program preference universally expressed by refugees from Nazi-occupied countries. When a man is risking his neck to hear the truth, he is not interested in any frills, any analysis, or anything except the true facts, Mr. Cowan said.

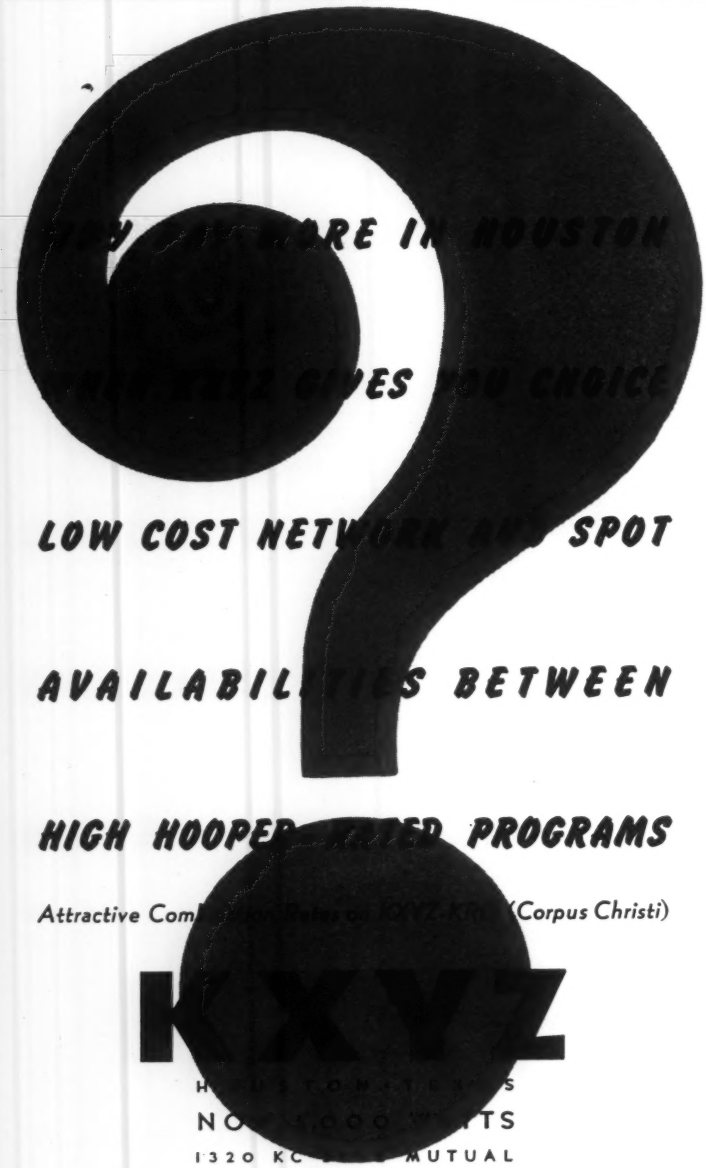
As an example of the effectiveness of these broadcasts, Mr. Cowan told how the OWI last summer beamed to France quotations from Herman Goering's speech promising that if there is not enough food to go around the Germans will eat first. OWI followed this with advice to French farmers not to turn all of their crops over to the Nazis, but to secrete what they could and destroy as much as possible. These broadcasts were followed by a wave of sabotage, he reported, in which Nazi granaries were burned and farm machinery destroyed to prevent the conquerors from shipping the crops to Germany.

Professional Listeners

Where prohibitions against listening are strictly enforced, Mr. Cowan reported, a few professional listeners hear the broadcasts and then disseminate the news by word of mouth, handbills or underground newspapers. Sets and parts are pooled and the BBC has assisted by broadcasting detailed instructions for preserving and repairing sets and even for converting medium wave receivers to shortwave sets. To lessen the danger of continued listening, the OWI news schedules are rigorously maintained, he said, with news in English, German, French and Italian broadcasts at the same times every day, and broadcast slowly and clearly with a headline summary at the beginning and conclusion to counteract possible jamming by the enemy.

Authentic

"THAT 50-caliber machine gun sounded more like a pop gun than any weapon in the U. S. Army," a technical sergeant in Sicily wrote the BLUE after a broadcast by the network's "Quiz Kids", in which they were asked to identify various kinds of gunfire. "Your receiver's to blame," retorted the sound effects department, "because the sound was a recording of a real 50-caliber machine gun in action."



REPRESENTED BY THE BRANHAM COMPANY

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Canadian Advertisers Discuss Post-War, Management Issues in Toronto Session

29TH ANNUAL MEETING of the Association of Canadian Advertisers at Toronto Oct. 28-29 elected R. L. Sperber, Sterling Products 1943-44 president. Postwar planning, public and personnel relations and management were topics of discussion at the session. Subjects were chosen by a poll of the members prior to the annual meeting, with postwar planning first choice, and sales management problems second.

Among those addressing the convention were Edward L. Bernays, public relations adviser to the U. S. government, who urged the postwar creation of a joint board between Canada and the United States to promote mutual understanding; E. G. Hildebrand, assistant vice-president of the Bell Telephone Co. of Canada, who spoke on "The Position of the Advertising Manager in Personnel Work"; J. C. Adams, general counsel, Central Ontario Industrial Relations Institute, whose subject was "Why Collective Bargaining?"; Harry H. Rimmer, advertising manager, Canadian General Electric Co., who headed a forum on "Motion Pictures in Industry"; Arthur A. Porter, managing director of the Canadian Institute of Public Opinion, who was featured dinner speaker on "Tomorrow's Mind".

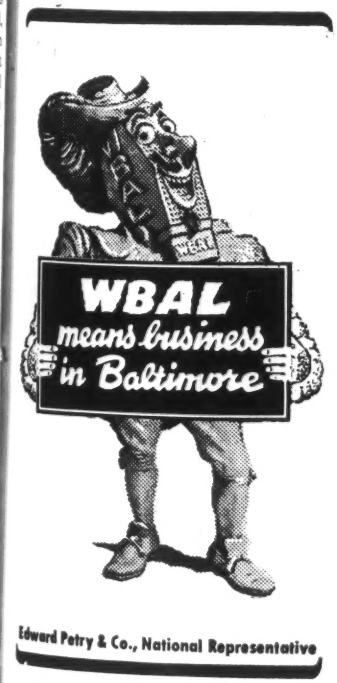
Two Listener Groups

"There is no radio advertiser today," Mr. Porter stated, "who cannot get a continuing record of the percentage of the radio audience his program receives, or who cannot make a comparison with the appeal of his show and his competitor's. The pre-testing of appeals for radio shows has developed rapidly.

The ACA awards for advertising merit during the year included for the first time a radio citation.

Of five Citations of Merit, one was awarded to James Allard, public relations director of CJCA Edmonton.

Officers elected for the coming year in addition to R. L. Sperber were: vice-presidents, H. J. G. Jackson, Chrysler Corp. of Canada, Windsor; L. E. Phenner, Canadian Cellucotton Products Co., Toronto; N. B. Powter, Howard Smith Paper Mills, Montreal; H. E. Stephenson, Canada Starch Co., Montreal. Directors elected were George S. Bertram, Swift Canadian Co., Toronto; C. W. Chamberlin, Shell Oil Co. of Canada, Toronto; W. O. H. James, Dominion Bank, Toronto; J. W. Moore, Maple Leaf Milling Co. Ltd., Toronto; Lee Trenholm, Underwood Elliott Fisher Ltd., Toronto; D. E. Bankhart, Northern Electric Co. Ltd., Montreal; R. H. Smyth, Dominion Rubber Co. Ltd., Montreal; A. Usher, RCA Victor Co. Ltd., Montreal; Miss Muriel Whitlock, Courtaulds (Canada) Ltd., Montreal. J. P. Lyons, Manufacturers Life Insurance Co., Toronto, was elected treasurer, and Athol McQuarrie was reappointed manager.



Edward Petry & Co., National Representative

In the big cities, you just don't get to know and need a good radio station like the people in a wide farm country. That's at least part of the reason why 59.5% of the 1,537,477 people in WDAY's audience are tuned to WDAY at all times. The fact that they're also the most prosperous people in North Dakota, South Dakota and Wisconsin, simply makes WDAY unbeatable. Won't you let us prove it?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

WKBW

50,000 WATTS

1520 K. C.

Buffalo's Most Powerful Transmitter Plant

BUFFALO BROADCASTING CORPORATION

Broadcasting Material Copied Accurately at Low Cost

A-PE-CO photo-copies of music, script and schedules or of wiring diagrams, and other engineering details give exactly the same correct and complete information quickly to all. The low cost of A-PE-CO photo-copy equipment justifies its installation in your office. That it is so easy to make A-PE-CO photo-copies is another practical advantage. Write for complete information.

Legally Accepted Copies of
• Letters • Documents
• Records • Blueprints
• Pictures • Drawings

A-PE-CO photo-copies direct from anything written, printed, drawn or photographed—letters, legal documents, blueprints, receipts, graphs, tracings, telegrams, shop orders—up to 18" x 22". A-PE-CO photo-copies are permanent and error proof. Thousands in use by industry, Government and engineers. Eliminate steno-copying, tracing, proofreading.

No Camera—No Film—Easy to Use

Employees learn quickly. Use A-PE-CO on any table. Low cost per copy. Lowest investment. Immediate delivery. Representatives in principal cities and Canada. Write for A-PE-CO folder.

AMERICAN PHOTOCOPY EQUIPMENT CO.
2849 N. Clark St., Dept. FP-11, Chicago 14, Ill.

Agencies

JOHN H. HINES Jr., formerly of the Newell-Emmett Co. radio department, New York, last week joined the radio staff of Kenyon & Eckhardt, New York.

ROBERT A. BOYER, formerly director of soybean research for Henry Ford, has been named director of scientific research of Drackett Co., and Drackett Products Co., to continue the company's research on soybeans. Drackett has used radio in the past for Drano and Windex. Agency is Young & Rubicam, New York.

GEORGE KERN, former time buyer at Benton & Bowles, has been promoted to a major in the Army.

PHIL McHUGH, Hollywood freelancer, has been appointed radio director of Western Adv. Agency, Los Angeles.

HARRY J. WENDLAND ADV., Los Angeles agency, has moved to new offices at 2504 W. Seventh St. Telephone is Federal 9976.

EDWARD PETRY & Co., recently moved its San Francisco offices to the Russ Bldg.

BURTON ICKES, formerly with Chicago agencies, has joined the Los Angeles staff of Beaumont & Hohman as account executive.

CHARLES A. BOWES, account executive of Ruthrauff & Ryan, Hollywood, is the father of a boy born in October.

PEDLAR & RYAN, New York agency, recently discontinued its Hollywood production offices.

LOUISE M. LUDKE, production manager and spacebuyer of Brisacher, Davis & Van Norden, Los Angeles, signed to locate in Hollywood.

MABEL RITCHIE has joined the copy department of Burton Brown Adv., Chicago. She was formerly advertising manager and fashion director of William Hengerer Co., Buffalo, and writer of the *Nancy Dixon* show for Young & Rubicam.

RICHARD POST, radio director of the Russel M. Seeds Adv. agency, Chicago, will report for Army service Nov. 18.

GEORGE FOGEL, Blackett-Sample-Hummert production man, director of NBC's *Ma Perkins* serial, has resigned to locate in Hollywood

EVELYN PIERCE, theatrical director and manager, has joined the radio department of Compton Adv., New York, as a program supervisor in daytime radio.

MRS. MARY HAUSER, formerly assistant time and space buyer to Frank B. Avery, Arthur Meyerhoff & Co., Chicago, has succeeded him as head of the department. Mr. Avery is now merchandising director.

HERSCHEL DEUTSCH, radio director of Joseph Katz Co., New York, last week joined Grey Adv., New York, in a similar capacity.

Woodley's Own Agency

ALBERT WOODLEY, executive vice-president of Caples Co., New York, is resigning to open his own agency on Nov. 15. It will be called the Albert Woodley Co. and will be located at 551 Fifth Ave., New York. Telephone will be Murray Hill 2-6875. According to Mr. Woodley no plans on personnel or accounts are ready for release, although he said radio would be handled.

GROVE GOES on coast-to-coast Mutual hook-up with Ray Dady's *Sidelight on the News*. The Grove Labs Vitamin program will be heard Monday through Friday, 1-1:15 (EWT), on KWK St. Louis, starting Nov. 8. Discussing the details are (standing): Ray Dady; V. E. Carmichael, KWK general sales manager; William Wagner, president of Beaumont Labs., Grove subsidiary; Harry Goldsmith Jr., assistant to the president of Grove (seated); Harry Goldsmith Sr., president of Grove; and Freeman Keyes, chairman of the board and president of Russel M. Seeds Co., agency handling the account.

Swertfager Agency

WALTER M. SWERTFAGER has formed an agency bearing his name, following dissolution of Swertfager & Hixon, New York, on Nov. 1. Mr. Hixon, who is scheduled for induction into the armed forces, will leave on a vacation. The new agency will continue at the original headquarters, 20 East 49th St. As Walter M. Swertfager Co., the firm will continue to handle accounts serviced by its predecessor.

HARRY MAUS, vice president and copy editor for the past eight years of the Russel M. Seeds Co., Chicago, has been given a leave of absence for the duration to serve with the Coast Guard. Maus left Chicago Oct. 28 to begin training in Manhattan, N.Y.

FREDERICK G. MASLEN, formerly of Buchanan & Co., New York, has joined G. M. Basford Co., New York, as account executive.

WILLIAM L. LEDWITH, formerly of F. Wallis Armstrong Co. and Gardner Adv. Co., has joined Hill Adv., New York.

DON STAUFFER, New York vice-president in charge of radio for Ruthrauff & Ryan, and his assistant, Heagen Bayles, are supervising Hollywood offices for two weeks while Nate Tufts, West Coast vice-president and radio director, vacations.

Staff Additions Named By K & E for Chicago

RECENT personnel additions to the Chicago office of Kenyon & Eckhardt include O. H. Devinney, office manager; Frances Smith, radio production; and W. S. Hoyt, account executive. Outdoor advertising of the company will be handled through a department headed by C. Earl Pritchard. Joseph Vessey, of the company's New York office, will establish a media department in Chicago, assisted by Mr. Hoyt.

Copy, art and radio work for the firm's 1944 Kellogg Co., Battle Creek, Mich., campaign will be developed jointly between the agency's New York and Chicago offices until complete media department organization is effected in Chicago. Orders for copy instructions will be issued by the K. & E. New York office, although lists and schedules will be compiled under the supervision of the Chicago office. In addition to Kellogg advertising, the firm's Chicago office will place advertising of Morton Salt Co., Chicago, effective Jan. 1, 1944.

Knight Leaves F, C & B

VICK KNIGHT, for six months Hollywood vice-president in charge of radio for Foote, Cone & Belding, has resigned because of ill health.

Mr. Knight

His recovery is understood to require a complete rest. Don Belding, chairman of the board of the agency, will supervise the Hollywood radio department. Bill Lawrence, former Hollywood representative of Pedlar & Ryan, who took over as free-lance producer of the CBS *Jack Carson Show*, sponsored by Campbell Soup Co., when Mr. Knight became ill, continues.

BETSY TYROLAR, formerly assistant account executive with McCann-Erickson, Chicago, has joined Jim Duffy Co., Chicago, as director and timebuyer.

SHIRLEY EBNER, formerly of Trans-Radio Press, Chicago, has joined the press bureau of J. Walter Thompson Co., Chicago.

A Watch . . . and the Chicago Market

A watch? A steer? The Chicago market? What's the connection? Simply this . . .

The American people know that a watch is essential . . . or back we might go to hourglass and sundial.

And American businessmen know that advertising in the *right markets is essential* ...particularly today... or back they might all go to living in caves.

Chicago is one of these *right markets,* and WMAQ is the *essential* station . . . in that market. There, industrial employment is up 50%; wage income has doubled; and, in a recent period, the area obtained 9,000 war contracts. Today, Chicago is one of the princely markets in the U.S.A., and WMAQ, a major NBC outlet, delivers this market to advertisers day in and day out.

WMAQ—CHICAGO
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first.

Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a watch is to the promptness of America.

And WMAQ, Chicago, is a great *time* buy every time.

WMAQ—CHICAGO

WEAF—New York	KPO—San Francisco
KYW—Philadelphia	WGY—Schenectady
WRC—Washington	WBZ-A—Boston-Springfield
KOA—Denver	WOWO-WGL—Fort Wayne
WTAM—Cleveland	KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA

RECENT GUEST at the studios of KQW San Francisco was Dr. Robert L. Stearns, president of Colorado U. (center), who was given some pointers on military strategy by Dean Dickason (right) who conducts the program *Closeups of Our Fighting Men*, sponsored by Chemicals Inc. Listening in is Walter Guild of Garfield & Guild, agency handling the account. The Japanese machine gun on the table came from Guadalcanal.

NEW YORK JOURNAL-AMERICAN is promoting daily features included in the paper with 30-second announcements on 12 New York stations. Campaign is of undetermined length, according to Sumner Collins, promotion manager of the newspaper. Stations are WNEW WMCA WHN WAAT WWRL WBYN WLIB WEAF WJZ WOR WOV and WINS.

Radio, Military, School Heads to Join In Conference at Chicago, Nov. 28-30

NATIONAL RADIO figures, educators, military men, students and station managers, will participate in the seventh annual School Broadcast Conference at the Morrison Hotel, Chicago, Nov. 28-30.

The program will feature a special meeting of the Association for Education by Radio, the National Association of Educational Broadcasters, Alpha Epsilon Rho, honorary radio fraternity, and Frequency Modulation Educational Broadcasters, George Jennings, of the conference's executive committee, announced. Dorothy Lewis, chairman of the Radio Council on Children's Programs of the NAB, will preside, and "The Listener's Stake in American Radio" will be discussed. Lyman Bryson, educational director of CBS, will be coordinator of the group including Edgar Bill, WMBD Peoria; John J. Gillin Jr., WOW Omaha; Charles W. Myers, KOIN Portland, Ore.; and William B. Quarton, WMT Cedar Rapids, Ia.

FCC Chairman James L. Fly is scheduled as guest on a special *Quiz Kids* broadcast on the BLUE, also on Sunday, after which *America Takes to the Air* will be shown, followed by discussion.

Official opening of the sessions will be on Nov. 29, with David Heffernan, assistant superintendent of Cook County schools, chairman of the discussion, "What Radio Should Mean to You." Speakers will be Leo G. Herdeg, assistant superintendent in charge of Elementary Schools, Chicago; Nelson Olmsted, actor-narrator heard on NBC; and William D. Boutwell, of the U. S. Office of Education.

Discuss Propaganda

Principal speaker at the afternoon session Monday will be Col. Edward M. Kirby, formerly public relations director of the NAB, now chief of the Radio Branch, War Department, whose topic will be "Radio Fights on All Fronts". Judith Waller, public service director of NBC's Central Division, will preside over the afternoon session, at which the annual School Conference Award of Merit will be presented and announcements made of the annual radio utilization competition winners.

Panel for the Script and Production Workshop, Monday afternoon, will include Harriet Hester, formerly director of *Schooltime* on WLS Chicago; Orville J. Neuwerth, assistant program director, WBBM Chicago; Gordon Hawkins, manager of KYW Philadelphia; and Mary Gannan of the CBC.

Clifton Utley, formerly director of the Chicago Council on Foreign Relations and editor of the *Air Edition, The Chicago Sun*, will be chairman of a discussion on radio propaganda and foreign broadcasting, with Harold Ettlinger, short-wave listener, *The Chicago Sun;* Siegfried Wagner, short-wave listener, *The Chicago Times;* William Newton, Chicago manager, BBC; and Joseph Barnes, OWI, as speakers.

Col. Adamson Speaker

Chairman of the radio clinic on Tuesday morning will be Maj. Harold W. Kent, Liaison, War Department and the U. S. Office of Education and president of the Association for Education by Radio. At the Association for Education by Radio luncheon Tuesday, Harold B. McCarty, director of the WHA and regional vice president of AER, will be chairman. Guest luncheon speaker will be Col. Hans Christian Adamson, USAAF, currently assigned to the Office of Education. Col. Adamson, formerly a writer for the *School of the Air for the Americas*, is a survivor of the Rickenbacker plane forced down in the Pacific.

The executive committee for the conference under the chairmanship of Maj. Harold W. Kent, includes William Drips, BLUE Chicago; Mr. Heffernan; Elizabeth Marshall, Radio Council, WBEZ Chicago; Judith Waller; and George Jennings.

NET DEBT
Of Gratitude Paid By WTAG In Ad Praising CBS

TURNABOUT in radio advertising is occurring in the ads of WTAG Worcester, Mass. [BROADCASTING, Oct. 25], in the use of two-page spreads shouting the praises of its affiliated network, CBS. E. D. Hill, WTAG managing director, who conceived the idea says he feels stations should be indebted to their network, which "improves their position in the markets" and also "provides a service to listeners which would otherwise be completely beyond reach."

Some specific instances of the network's service to the station are Columbia's Philharmonic broadcasts, especially appreciated in Worcester, home of the oldest Music Festival in America; and John Daly's first eye-witness story of Messina, where many Worcester boys were fighting. Other examples of the "tremendous advantage of our affiliation" are also brought forth in the ads, which are a pioneering step in radio advertising.

Texcel Campaign

INDUSTRIAL TAPE Corp., New Brunswick, N. J., subsidiary of Johnson & Johnson, has placed one-minute transcribed announcements with comedian Lew Lehr for its Texcel cellophane tape. Transcriptions are part of a campaign offering listeners a free copy of a pocket-sized *Scrapbook of Army-Navy Humor*, which explains on the cover that "Texcel Celophane Tape has gone to war" but that the firm hopes to serve the public soon. Program is produced and placed by M. H. Hackett Co., New York, and announcements are aired 10 to 35 times weekly on 30 stations, for four or five weeks. New York outlets are WHN and WMCA.

Sealy News on Coast

SEALY MATTRESS Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Nov. 21 starts the weekly quarter-hour *Layman's Views of the News* on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Sunday, 10-10:15 a.m. (PWT). Contract is for 52 weeks. Firm in addition is continuing its thrice-weekly late afternoon program by that title on KFI Los Angeles. Alvin Wilder Adv., Los Angeles, has the account.

Falstaff Spots

FALSTAFF BREWING Corp., St. Louis, has released the fourth in a series of 21 one-minute announcements featuring "Falstaff Openshaw", poet-comedian who gained fame on the Texaco program on CBS with Fred Allen. The spots have been syndicated by Falstaff Beer in their territory. Harry S. Goodman, radio productions, New York, prepared the announcements. Falstaff agency is Blackett-Sample-Hummert, Chicago.

Drug Shift

CONSOLIDATED Drug Trade Products, Chicago, according to Nate Hirchfield, president of the company, will split the advertising for some of its products between Benson & Dall and United Adv. Co. Chicago agencies, about Nov. 15.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but don't take our word for it- *Look at the Record!*

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	34.5	20.3	35.8	8.3

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

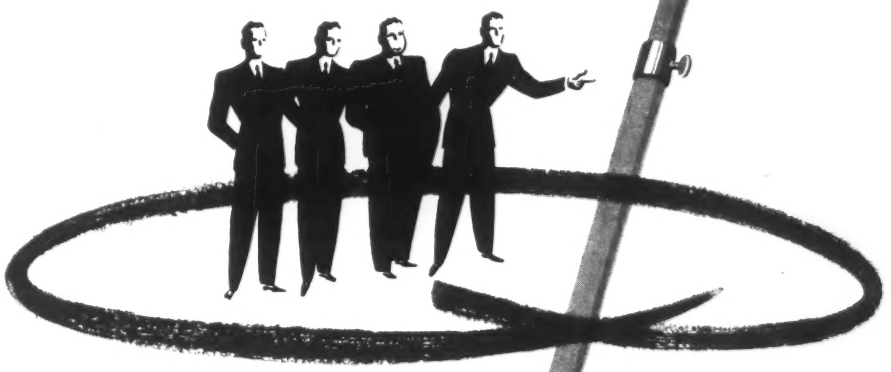
BURN-SMITH • *National Representatives*

To
T. C. Fisher,
Ruthrauff & Ryan, Inc.,
and other important guys
who buy radio time.

Los Angeles Retailers rate our product—

first

—where do they rate yours?



KECA airs more retail quarter hours than all other local network stations combined. Here on their own home grounds, Los Angeles retailers have plenty of opportunity to test and *prove* results. Retail merchants demand fast action from their advertising. KECA... with its great responsive audience... produces it.

If your client's budget is strictly on the limited side and you need a lot of advertising for your money, you need KECA because it delivers more listeners per dollar than any other local network station. That's a big claim! Ask us to prove it.

KECA LOS ANGELES

The BLUE NETWORK STATION OF THE NATION'S 3RD MARKET

Earle C. Anthony, Inc.

REPRESENTED NATIONALLY BY FREE & PETERS Inc.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

Hy-Trous Corp., Boston (liquid plant food), 22 *sa*, thru Broadcast Adv., Boston.
Beechnut Packing Co., New York (chewing gum), 26 *sa*, 13 weeks, thru Newell Emmett Co., N. Y.
Melanders Greenhouse, Ballston Spa, New York (tomatoes for canning), *sa*, direct.
Link Aviation Devices, Binghamton, N. Y. (aviation devices), *sp* weekly, thru Craven & Hedrick, N. Y.
Oyster Shell Products Corp. New Rochelle, N. Y. (poultry food), *sa* weekly, 52 weeks, thru Cecil & Presbrey, N. Y.
Robertshaw Thermostat Co., Youngwood, Pa. (heat control), 5 *sa* weekly, 13 weeks, thru Hixson-O'Donnell Adv., N. Y.
Lambert Vitamin Co., St. Louis (Beams vitamins), 5 *sa* weekly, thru Lambert & Feasley, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club Tobacco), 156 *ne*, 52 weeks, thru H. M. Keiswetter Adv. Agency, N. Y.
John F. Jelke Co., Chicago (Good Luck Margarine), 5 *sa* weekly, 26 weeks, thru Young & Rubicam, Chicago.
C. A. Briggs Co., Cambridge, Mass. (H-B cough drops), 2 *sa* weekly, thru Horton-Noyes Co., Providence.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, 26 weeks, thru Rogers & Smith Adv., Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), 6 *sa* weekly, 52 weeks, thru Atherton & Currier, N. Y.

WHN New York

Vita Power Products Co., New York (Vita-Plus gasoline tablets), 48 *sp* weekly, 13 weeks, thru Air Mail Adv., N. Y.
S. A. Schonbrunn Co., New York (Savarin Coffee), 5 *ta* weekly, 3 weeks, thru Ruthrauff & Ryan, N. Y.

CFRB Toronto

Gilson Mfg. Co., Guelph, Ont. (stoves), *sp* weekly, thru R. C. Smith & Son, Toronto.
Wonder Bakeries, Toronto (bread), 2 *sp* weekly, thru J. J. Gibbons Ltd., Toronto.

WDAY Fargo, N. D.

Dr. Hess & Clark, Ashland O. (livestock tonic), 5 *t* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Oyster Shell Co., New Rochelle, N. Y. (poultry grit), weekly *t*, 52 weeks, thru Cecil & Presbrey, N. Y.
Oelwein Chemical Co., Oelwein, Ia. (Occo), 3 *t* weekly, 13 weeks, thru Cary-Ainsworth, Des Moines.
J. A. Folger Co., Kansas City (coffee), 5 *t* weekly, 52 weeks, thru Grant Adv., Chicago.
Charm Kurl Co., St. Paul (Charm Kurl), 3 *t* weekly, thru United Advertising, Chicago.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 6 *sp* weekly, 26 weeks, thru H. W. Kastor Adv., Chicago.
Salisbury-Saterlee (Springair Mattress), weekly *sp*, 9 weeks, thru N. W. Network, St. Paul.
Land O'Lakes Creamery, Minneapolis (dairy products), 6 *sp* weekly, 52 weeks, thru Campbell-Mithum Adv., Minneapolis.
N. D. Mill & Elevator, Fargo, N. D., weekly *sa*, 52 weeks, thru Graves & Assoc., Minneapolis.
Midland Cooperative Fargo, N. D., (co-op shoppers), 3 *sp* weekly, 13 weeks, direct.
Luden's Co., Reading, Pa. (cough drops), 4 *sa* weekly, 26 weeks, thru J. M. Mathes, N. Y.
Sherwin-Williams, Cleveland (Kem-Tone), 12 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.
McKesson & Robbins, Bridgeport, Conn. (Bexel), 5 *t* weekly, 52 weeks, thru J. D. Tarcher Inc., N. Y.

KECA Los Angeles

National Soap Service, Los Angeles (soap), weekly *sa*, 13 weeks, direct.
B. C. Remedy Co., Durham, N. C. (B.C. headache powders), 3 *t* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta, Ga.
Thrifty Drug Co., Los Angeles (chain), 5 *ne* & 2 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Western Auto Supply Co., Los Angeles, 6 *sa*, thru BBDO, Los Angeles.
Fitzsimmons Stores, Los Angeles (chain grocers), 5 *ne* weekly, 52 weeks, thru McElroy Adv., Los Angeles.

WEAF New York

American Express Co., New York (Travelers' cheques), 2 *sp* weekly, 13 weeks, thru Caples Co., N. Y.
Old Dutch Mills, New York (coffee), weekly *sp*, thru Peck Adv. Agency, N. Y.
Ralston-Purina Co., St. Louis (Ralston cereal), 3 *sp* weekly, thru Gardner Adv. Co., St. Louis.
S. B. Thomas Inc., New York (protein bread, English muffins), 3 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.

WFIL Philadelphia

General Baking Co., New York (bread), 11 *ta* weekly, 13 weeks, thru Ivey & Ellington, Philadelphia.
Walker's Austex Chili Co., Austin, Tex. (chili), 2 *sa* weekly, 10 weeks, thru Cook Adv., Dallas.
Mentholatum Co., Wilmington, Del. (Mentholatum), 3 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Piel Bros., Brooklyn (beer), 3 *ta* weekly, 17 weeks, thru Sherman K. Ellis & Co., N. Y.
Philadelphia Certified Milk Producers Assn., Philadelphia (milk), 1 *sp* weekly, 13 weeks thru Clements Adv., Philadelphia.
Admiracion Labs., Harrison, N. J. (shampoo), 5 *sa* weekly, 26 weeks, thru Charles Dallas Reach, Newark.
Bell Telephone Co., of Pa., Philadelphia. 8 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Allock's Plaster, Ossining, N. Y. (Allock's Plaster), 3 *ta* weekly, 26 weeks, thru Small & Seiffer, N. Y.

CFRB Toronto

Byers Flour Mills, Camrose, Alta (cereal), 2 *sp* weekly, thru Stanfield & Blaikie, Montreal.
General Seafoods, Halifax (40 Fathom Fish), *sa*, thru Alley & Richards Co., Boston.
People's Credit Jewelers, Toronto (chain stores), *sp* weekly, thru MacLaren Adv. Co., Toronto.
Dr. Jackson Foods, Toronto (Roman Meal), 3 *t* weekly, thru Harry F. Foster Agencies, Toronto.

KYW Philadelphia

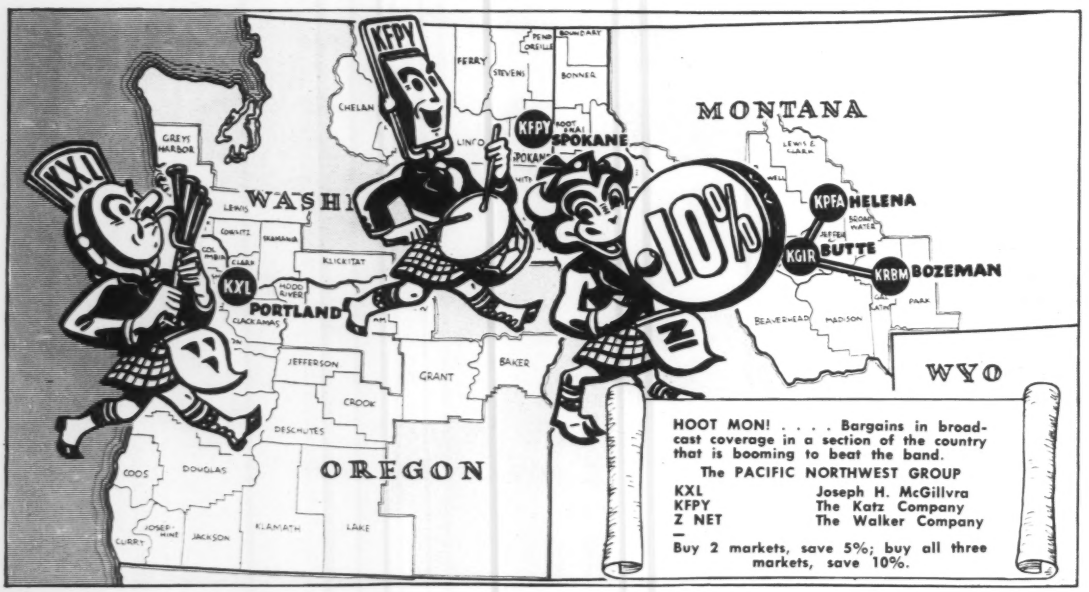
Burma Vita Co., Minneapolis (Burma Shave), 6 *sp* weekly 26 weeks, thru McFarland-Aveyard, Chicago.
Seeman Brothers, New York (deodorant), 2 *sa* weekly, 13 weeks, thru W. H. Weintraub, N. Y.
Fanny Farmer Candy Shops, New York (candy), 3 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 6 *sa* weekly, 13 weeks, thru McFarland-Aveyard, Chicago.
E. Fougera & Co., New York (Magitex Dog Shampoo), 5 *sa* weekly, 18 weeks, thru J. M. Korn, Philadelphia.

KPAS Pasadena, Cal.

Delaney Sales Corp., Los Angeles (Spark-O-Lite, food vitamin), 2 *sp* weekly, 8 weeks, thru Warren P. Fehlman Adv., Los Angeles
Universal Fingerprint System, Seattle (instruction), 3 *sa* weekly, thru B. M. Cann Assoc. Adv. Agency, Seattle.

WMAQ Chicago

Life of Wheat Co., Monticello, Ill. (wheat germ), 5 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.



TOY FIRM PLACES ON 297 STATION

HAPPY TUMBLING BLOC Co., Osage, Ia. (toys) has plac two-minute and five-minute tra scriptions as well as 15-minute l programs on 297 stations. T schedules range from 3 to 12 perio weekly for 13 weeks. Additio stations are being included in t list, according to Northwest Ra Adv. Co., Seattle. Those alrea on the list are:

KABR WAGE WTCN WFAA W WHKY KPRC WIBC WIBM KFRC KF KFYR WDBJ KCKN WAML WK WKNE KVEC WKZO WLAW KM KMPC WGAN KGHL WDOD KR WPEN KDKY WRC WROL KROC KS KSJB WJAX KOIL WHAS KHAS W WTAM WXYZ WEVD KWKH KT WMUR KTHS WJR KOY KEVE WC KFDM KFIO WCLE WCPO WAAF WT WOR KTUL KICA WEEU KLO KL WFBR WFIN WDAS KAST WA WTMA WBNS KPOW WHP KRGV KR WIGM WIP WGAC KGGM WDGY KD WDZ KVAN WKST KVOO KV WMAQ WJAR KOBH WGY KGNC WH KOA WQAM WBZ KFNF WSBA WS WMFD KTAR WJJD KORN WK WWRL WCAZ KMA KFRE KFXJ WS KYW WOL KTRB WPAT WEBQ KF WENY KRLC KMJ KMTR KANS WA WTHT WTIC WTTM WHN KINY WI KWAT KROW KSEI KGB WDBO KC WATR KENO WKOK KQW WLAK WC KWJJ KWLK KOAM WGN KGKY WD KHJ WPIC KVI WREN WFAA WO WCSC KSOO WJBO KOME WHBY KP WWL WCAU KFEQ WIBW WFDF WF KXOK WNAC KTKC WJTN KUIN KF WELI KLX WLOL WINS WIS WA WTAQ KSL WORL WBRK KIDO WI KRIC WSAM WLW WMBG WDAY KR WALL WTOC WEAN KPQ WKY KV CKLW WSIX WSON WGAL KGHI WD KDON WHKC KVCV WRAK WCFL KF KFVD KFXM WJAS KOH WHAM KO WKBW WCAO WWVA WEXL KM KMMJ KNOW WMFJ KTFI WJLB KO WPDQ WEED KFBK WIBU KRLD KS KSFO WTAD WLS WOLF KTRH WW WHYN KIT WLEU KWFT KWK KW KARK WAAC WSB KEUB WK KRE WRUF WCKY WCOP WDAF KG WDEL KDAL WBAL KHQ WPTF KV XEAC WFBM WFIL WFPG KOB WG KGLO WDSU KUJ WWNY WGY KE WICA WIOD WJAG KSTP WJDX KO WHEB WBT KFAC WCAX WCED WL WMAM WMEX KYA WNEW KT WKAT WEBC KILO WENR WB WSM WSPR

Narrow-Band Television Is Claimed by Scophony

SCOPHONY Corp. of America has developed a system of television transmission and reception which makes possible a 50% increase in the number of television stations operating in any locality, Arthur Levey, president, announced last week. Pointing out that the high-field frequency of 60 per second required by current television receivers necessitates wide transmission bands, Mr. Levey stated that the SCA "Skiatron" receivers utilize an optical picture "storage" method which can operate with a much lower field frequency, permitting reductions in band width so that six video transmitters can operate simultaneously with the SCA system where only four are possible at present.

* * *

The FCC had no comment on the Scophony claims and said no special investigation of them is being made at present.

Vi-teens on 100

LANTEEN MEDICAL LABS., Chicago (Vi-teens vitamins), beginning Nov. 15 will sponsor a campaign of 15 spot announcements weekly on 100 stations in the New England and Midwest regions. Contract is for six weeks. Agency is Vanden Co., Chicago.

Boston's
NEWEST
SENSATIONAL
LUCKY
DOLLAR
CLUB....
WCOP

Radio Advertisers

SOLVENTOL CHEMICAL PRODUCTS Co., Detroit (All Purpose Cleaner), on Oct. 26 began sponsorship of a quarter-hour series of drama, *High Light House*, on WGN Chicago. Contract is for 13 weeks. Agency is Holmes Associates, Detroit.

TO CELEBRATE its 52nd anniversary, the Central Bank of Oakland, Oakland, Cal., sponsored a 30-minute program on KROW Oakland, relating its banking history. Special feature was the awarding of nineteen gold and diamond studded service pins to officers and employes by bank president Frank N. Belgrano, Jr.

GRACE BROTHERS, Santa Rosa, Calif. (beer), has started sponsorship of a half-hour musical program, *Grace Melody Hour*, once weekly on KROW Oakland, Cal. Contract is for 52 weeks. Agency is Ralph Jewell, Oakland.

BORIS MORRIS Productions, Hollywood (Waltz King operetta), Oct. 31 began sponsorship of 20 spot announcements weekly on Chicago stations WIND WAIT WCFL WHFC WEDC WSBC. Contract is for seven weeks. Agency is United Broadcasting Co., Chicago.

FITZSIMMONS STORES Ltd., Los Angeles (chain grocery market) on Nov. 1 started sponsoring the five-weekly quarter-hour afternoon commentary of Edward Jorgenson on KECA. Contract is for 52 weeks. Firm in addition sponsors a nightly quarter-hour newscast on that station. McElroy Adv. Agency, Los Angeles, has the account.

BARRON-GRAY Packing Co., San Jose, Cal. (Here's Health Cocktail), on Nov. 6 started *Breakfast at Sardi's* on 17 BLUE stations, Sat., 9:45-10 a.m. (PWT). Agency: Long Adv. Service, San Francisco.

AGASH REFINING Corp., Brooklyn, on Oct. 25 started participations on Bessie Beatty's program on WOR New York having completed a series of Dr. Eddy's *Food and Home Forum* on the same station in behalf of Royal Cook Oil. Agency is Diener & Dorskind, New York.

KANSAS CITY Apparel Assn. Inc. has named David R. Mindlin Agency, Kansas City, to handle its account. Plans for radio are said to be included.

FRED MULHENS INC., New York ("4711" Toilet Products), has appointed Kelly, Nason Inc., New York, as agency.

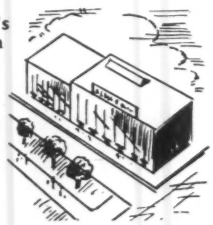
SPONSORS to start advertising on the BLUE's local cooperative program *The Mystery Chef*, last Monday, Nov. 1, were: Jewel Tea Co., on WISH Indianapolis; and Carey Salt Co., on KOME Tulsa, and on KVOD Denver. Another cooperative program on the BLUE, *Dick Tracy*, has obtained Royal Crown Cola as sponsor on WGCM Gulfport, Miss., while Kass Clothing Co., has signed for *Martin Agronsky—News* on WCFL Chicago, both starting Nov. 8 on a five-times weekly basis.

SEYDEL CHEMICAL Co., Jersey City, has signed a 52-week contract with WMCA New York for a total of 988 announcements for Soubenon, a proprietary medicine for arthritis. Year contract will go into effect at the conclusion of a successful 13-week test campaign on the same station, started last September. Victor van der Linde Inc., New York, handles the account.

for ALMS & DOEPKE

Alms & Doepke is one of Cincinnati's oldest department stores . . . has known Cincinnati and Cincinnati buying habits for over 100 years.

This famous store has renewed its contract on WSAI 16 consecutive times . . . increased its schedule to present 6-times weekly basis at end of first year . . . Compelling proof of WSAI's EXTRA selling power!



5000 WATTS • DAY AND NIGHT

WSAI

Basic Blue Network Sta.
Nat'l Reps.
•
SPOT SALES, INC.
New York, Chicago, San Francisco

TYPICAL American Housewife, selected by OPA, is Mrs. Philip J. Crowlie (center), who told Colorado housewives how to conduct their culinary careers in time of war. Appearing on the Home Forum of KOA Denver, Mrs. Crowlie was guest of Lora Price (right), director of the forum, and Loreen Price, assistant.

BORDEN Co., Chicago, has named Kenyon & Eckhardt, New York, to handle advertising for its coffee products. A dehydrated coffee will be introduced at a later date.

VERNON CANNING Co., Los Angeles, has appointed Brisacher, Davis & Van Norden, Los Angeles, to handle advertising. No immediate radio plans are contemplated.

LONGINES-WITTNAUER Watch Co., has signed a 39 week contract with KGO San Francisco for five-times weekly sponsorship of *The World's Most Honored Music*, transcribed half-hour music program used on a number of stations throughout the country by Longines. KGO program started Nov. 1 in the 10 p.m. period. Arthur Rosenberg Co., New York, handles the account.

HUDSON COAL Co., Scranton, Pa., has started *Sunday Morning World News* and spot announcements *Heater Hints* on CKAC Montreal. Account was placed by A. McKim Ltd., Montreal.

LEHN & FINK (Canada) Ltd., Toronto (Hinds honey and almond cream) has started a new spot announcement series several times daily on 10 Canadian stations. Account was placed by Spitzer & Mills Ltd., Toronto.

ROSEFIELD PACKING Co., Alameda, Calif., on Nov. 1 started sponsorship for an indefinite period of *Skippy Hollywood Theater* on KOY Phoenix, KTUC Tucson, and KSUN Bisbee. Agency is Garfield & Guild, San Francisco.

LION Department Store, Toledo, has begun sponsorship of a musical memories program on WTOL Toledo. Program is aired six-times weekly.

HARRY W. DRAGOO II, head of the advertising department of Lumbermans Mutual Casualty Co. and American Motorists Insurance Co., Chicago, has been commissioned an ensign in the Naval Reserves.

BURDINE's Department Store, Palm Beach, Fla., has begun sponsorship of a five-weekly quarter hour fashion series on WJNO Palm Beach.

JOHN GERBER Co., Memphis, for the third consecutive year has purchased a six-weekly quarter hour series, *Santa Claus Speaks*, on WHBQ Memphis. Series runs thru Dec. 24.

F. G. VOGT & SONS, Philadelphia (packers), has renewed sponsorship of Betty Jordan's *Food Talks* on KYW Philadelphia for the fifth consecutive year. The 52-week contract was placed by The Clements Co., Philadelphia.

Healthaids Placing

AMERICAN HEALTHAIDS Co., Newark, is seeking availabilities on a per-inquiry basis in expanding its spot campaign for Kelp-I-Dine, a new vegetable product promoted as an aid to reducing. Campaign which started last August in the New York area, expanded Nov. 1 to WPEN and WDAS in Philadelphia, and will add another station in that city, as well as outlets in Bridgeport, New Haven, Hartford, Baltimore, Buffalo, and Boston. Firm is also looking for southern points. Agency is William H. Scheer, Newark.

Gumps on Air

HARRY S. GOODMAN, New York, has contracted for exclusive radio rights for "The Gumps", comic strip ture owned by the *New York Daily News-Chicago Tribune* Syndicate and now appearing in 300 newspapers. *The Gumps* will be offered to advertisers both as a live and transcribed program. Gus Edson, cartoonist, is cooperating in the radio project. Al Stevens, formerly of WFIL Philadelphia, now represents Harry S. Goodman in New England.

Drug Sales Up

SALES by American Home Products Corp., Jersey City, increased 44% in the first nine months of 1943, according to an announcement by Alvin G. Brush, chairman of the company, who stated that despite the "difficulties of obtaining materials we have been able to make substitutions and replacements sufficient to show a substantial growth in consumer sales on many items."

GENERAL FOODS' sales for the first nine months of 1943 were $151,280,507, as compared with $167,386,263 for the same period in 1942, according to C. M. Chester, chairman.

GIMBEL BROTHERS, Philadelphia (department store), has started a Sunday series of recorded classical music, *Sunday Interlude*, 1 to 1:30 p.m., as an institutional feature on WIP Philadelphia.

GOOD HOUSEKEEPING SHOPS, Chicago (home appliances), on Oct. 18 began sponsorship of a quarter-hour musical memories program six times a week on WAAF Chicago. Contract is indefinite. Agency is Leibert Adv. Co., Chicago.

"Say pal, you wouldn't mind listening to all the newscasts on WFDF Flint Michigan tonight, would you?"

Screwballs? Sure! But they do Sell!

"The Kibitzers". . . FOR SALE

Listeners know them as "Those Wacky Guys" but sponsors know they sell!

THESE two multi-voiced comedians keep a growing proportion of WJZ's listeners in stitches between 8:00 and 8:30 six mornings a week. Their quips, gags, and comedy situations put them on top—in New York's morning radio.

Their handling of commercials is unique . . . and successful!

Right now, for example, their sponsors include Resinol, Tabasco Sauce, Quaker Oats, Rem and Rel Cough Syrups . . . each a product in a highly competitive field. "The Kibitzers" are doing a sales job on all of them in New York, a highly competitive market. Renewals testify to that.

We believe that "The Kibitzers" and WJZ can pull this sort of mail for you, too:

". . . and many thanks for making the commercials palatable."

". . . Incidentally, we especially like your handling of the commercials. And what's more, we buy your products. For example, we just got . . ."

". . . Your advertisers are smart to let you handle the commercials in your own way. They're terrific!"

We believe that we can sell for you. Call or write for all the facts on "The Kibitzers," including the low cost per participation in their program . . . and their salesability.

WJZ
NEW YORK
50,000 WATTS • 770 K.C.

The Blue's Key Station in the Great New York Multiple Market

Represented by Blue Spot Sales

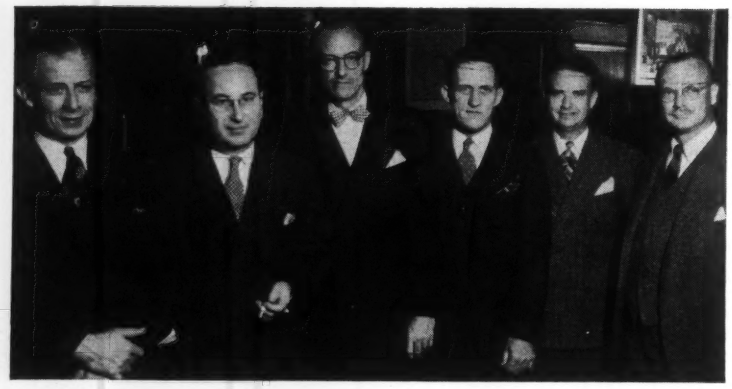
WPB Radio Field Service Production Conference

RADIO & RADAR Division of the WPB is bringing 50 field service representatives to Washington this week for a special three day conference aimed at speeding up electronics production. The 40 radio and radar specialists and 10 production service men were called together by Frank S. Horning, chief of the Field Service Branch, which provides direct contact with the manufacturers who are turning out the enormous volume of military radio equipment.

There are about 200 end-product manufacturers, 1,000 makers of electronic components, and 6,000 suppliers of parts in the electronics production program. The field service men help manufacturers in obtaining supplies of materials and manpower and assist in filling out the required forms.

Video at Ad Club

THOMAS JOYCE, RCA vice-president; Allen B. DuMont, president, Allen B. DuMont Labs.; Robert L. Gibson, General Electric Co.; Thomas Hutchinson, Ruthrauff & Ryan, and John Southwell, BBDO, will speak at the joint dinner meeting of the Advertising Club of New York and the American Television Society Nov. 10 at the Adv. Club. W2VWV, Du Mont station in New York, will present a program of sight-and-sound commercials following the dinner program. Norman D. Waters, ATS president, will preside.



MERCHANDISING AND RADIO were discussed by these business executives at a meeting of 20 Dr. Pepper bottlers from Indiana, Kentucky and Ohio at Crosley Square, Cincinnati, home of WLW-WSAI. Speakers were (l to r): Walter A. Callahan, WSAI general manager; Don C. Bryan, president; William V. Ballew, general sales manager; Ed Davidson, assistant sales manager; A. H. Caperton, assistant to the president in charge of advertising, all of the Dr. Pepper Co., Dallas; Harry Mason Smith, WLW sales manager. Dr. Pepper BLUE show *Fun Valley* on Sundays is aired by WSAI while WLW carries spot announcements for the firm. Tracy-Locke-Dawson, Dallas, handles account.

Craven Sees Stiffer FCC Rules

(*Continued from page 16*)

said. This is in spite of the fact that in most cities today there are more stations than newspapers and less capital investment is required to establish a station than a modern newspaper. He pointed to the opening of FM and other radio services in the postwar era as developments which will make it possible to expand radio's opportunities considerably. "Thus," he said, "the day need not be far removed when there will be sufficient opportunity for any number of persons with sound business judgment to establish a radio broadcasting enterprise in any community in this country.

Despite all these developments, it is difficult to visualize sufficient facilities to afford every citizen a transmitter, he said. Even if there were 100 national radio networks (against four today) the whole nation could not be accommodated because it would take 37 years to have each citizen talk only 15 minutes. That would be so if the networks operated 24 hours a day and were solely devoted to speech making.

A further danger may well be too many radio stations in a community and that the audience would be divided so greatly as to impair the value of radio as a medium for reaching the entire public. Thus, he said, while we could have an abundance of facilities, we find that the very abundance becomes a handicap rather than a solution to the problems of radio.

Freedom to Listen

The doctrine "freedom to listen" enunciated by Chairman Fly in several speeches indicates a "misconception" of present radio problems, Comdr. Craven declared. "Freedom to listen" was established centuries ago, both in America and in England. This right was already the listeners when radio was discovered, he said. This doctrine, he said, cannot provide free access to the microphone because the right already exists.

Radio should have freedom equivalent to that of the press not only because of existing operations but because in the future the advent of facsimile and television will still further minimize the differences between radio broadcasting and the press, Comdr. Craven asserted.

Above all things, he continued, the public will demand "free radio." The only way this can be secured is for the public to retain "control of the dial" and "demand that its representatives in Congress refuse to delegate this power to anyone." This power, combined with free opportunity to compete, is the most effective control yet devised to correct abuses of privilege in radio.

Declaring that the final answer cannot be discovered overnight, Commissioner Craven, however, urged that "panaceas or irrational solutions which bear no real relation to the fundamentals of democracy and which do not recognize the practical realities of radio," should be discarded. "Instead, we should approach the solution of radio's problem in the atmosphere of our Constitution."

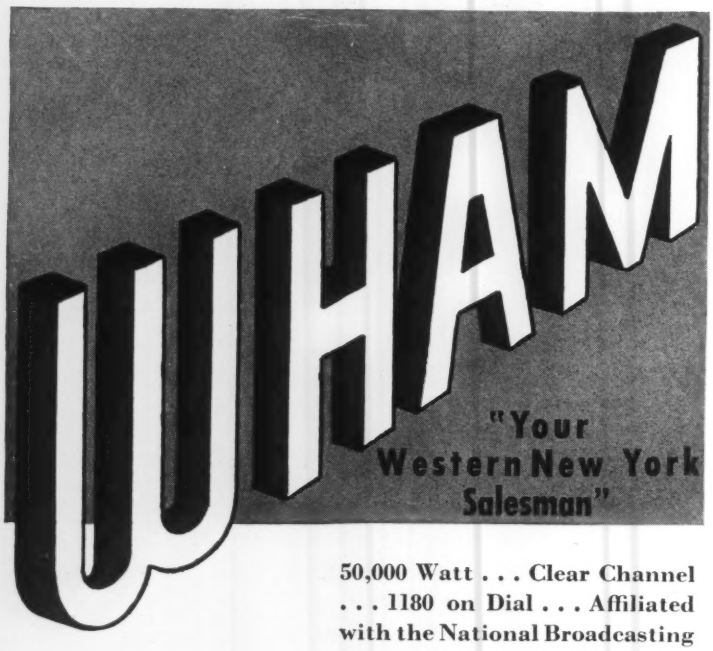
Advocating remedies, Commissioner Craven said that first, it must be agreed that radio is free in the full sense of the Bill of Rights. Another constructive contribution can be achieved through providing more opportunities to establish stations and this can be accomplished by allocating more channels to broadcasting. He predicted radio developments of the war will make this possible. Such an increase in facilities will nearly approach the works of "free competition," he said.

Free Speech

Legislation to insure a free radio is needed, Comdr. Craven declared, pointing out that one potential abuse is the concentration in a single Government agency of the licensing power, and the power to regulate the business affairs as well as the composition of the traffic of the licensee.

Alluding to the Supreme Court decision governing composition of the traffic and control of contractual and business relations of the licensees, Commissioner Craven said this situation should be clarified by legislation "which prohibits the FCC from regulating the composition of radio traffic or in any other way, directly or indirectly, promulgating any regulation or fixing any condition which would interfere with the right of free speech by means of radio communications."

Until recently, the existing law accorded broadcasters considerable latitude in operation, Comdr. Craven commented. But broadcasters have been subjected to severe criticism for attempts at censorship of news commentators and for the manner in which they accord access to the microphone. This criticism has inspired action by the FCC, such as the recent decision preventing licensees from using their facilities solely as a vehicle for the dissemination of their personal views. He cited also Chairman Fly's criticism of the NAB Code on refusal of sale of time for controversial issues and, finally, the Supreme Court opinion.



50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

HERE'S ONE THAT WASN'T "IN THE BOOK"....

This is a reproduction (greatly reduced) of cover design of the big 28-page, four-color booklet delivered by KGW on Nov. 1, *to every home in the Portland metropolitan area.*

●

THAT'S PUTTING PUNCH in promotion where it counts!

Distribution of this booklet was preceded by an extensive newspaper and spot announcement campaign.

Today every home in this area has a whetted interest in KGW programs and personalities.

The impact of this spectacular promotion was tremendous.

And the KGW advertiser gets the benefit in a market where individual incomes are twice as high as the national average.

KGW
PORTLAND, OREGON

●

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

●

Probe Shows Sentiment for New Law

Fly Devotes Testimony To Vicious Attack On Networks

(*Continued from page* 12)

works make up the programs. Mr. Fly asserted that the "large powerful agencies" exercise considerable control over radio.

Mr. Fly appeared to have reversed his stand of "freedom for commentators" which he advocated publicly [BROADCASTING, Oct. 18] when he told the committee that "commentators want to put across the ideas of their sponsors".

Senator Wheeler commented "there is too much tin-pan alley on the radio" and people wanted more dignified programs and music.

Mr. Fly accused the networks of abdicating their duties of management by "turning the mike over to a sponsor with an ax to grind". Still speaking of the network regulations, Mr. Fly said:

"I suppose that seldom in history have regulations had more painstaking hearings and care as have those regulations." They required 70 days of hearings, spread over a period of six months, he said, and finally they were upheld by the Supreme Court.

Calls NAB 'Stooge Organization' for Networks

"Now as I've suggested, the cry comes from two sources; I might say two and a half sources. Two large networks . . ." (Senator Reed interrupted to remind Mr. Fly he hadn't named them and the witness named NBC and CBS). "They have been served by a stooge organization known as the National Association of Broadcasters. Whenever NBC or CBS are needled, a cry is apt to come from Neville Miller, president of the Association. And when it comes the reflex of the networks and the NAB is the same."

Senator Tobey asserted: "You made a charge. What's the connection?"

"I didn't mean to make a charge," replied Mr. Fly. "Bear in mind, sir, two small networks, Mutual and the BLUE, are not members of the Association. Any time anything comes out that affects these two big networks, the squawk comes from the Association." He charged that the NAB "has been out holding district meetings and beating the bushes, getting newspapers which own radio stations to campaign against the regulations".

When Senator Hawkes asked if the BLUE and MBS had a right to join NAB Chairman Fly replied: "Yes, they belonged and resigned".

(Editor's Note: NAB records show that CBS became a member of the NAB May 1, 1942, and NBC joined Aug. 1, 1942. Neither Mutual nor BLUE ever have been members. In 1940 the NAB convention voted representation of the networks on the board of directors. Consequently NBC named Frank M. Russell, Washington vice-president, to represent the Red and Blue networks; Mutual designated Fred Weber, former network general manager, while CBS detailed Edward Klauber, executive vice-president, now retired. It was not until the Cleveland Convention in May 1942 that the NAB voted to accept networks as members.)

Says Nets Are Trying To Maintain Exclusivity

Mr. Fly sought to impress upon the Senate committee that the BLUE "was not sold under pressure. We held the rule in abeyance," he explained, "held it off indefinitely while NBC reorganized and looked for a good purchaser. RCA and NBC cooperated in that move."

He stressed that the networks want to operate on "exclusivity" contracts. He pointed to the World Series broadcasts, sold exclusively to Mutual but made available this year, under network rules, to 43 additional stations which are members of networks other than MBS.

Senator Wheeler asked if there has been a general agreement among networks to exchange programs. The "two big nets are staying as closely to the exclusivity contract as they can," was Mr. Fly's answer. "Another form of exclusive arrangement," he went on, "is quite troublesome". He mentioned stations in San Diego and the Rio Grande Valley of Texas which recently obtained network service but couldn't get it before because other stations in distant communities protested.

Mr. Wheeler was interested in clear channel stations. When the 1934 legislation was passed, he said, "it was the idea that there should be an equitable distribution of stations." He asked Mr. Fly how many stations New York City has. The FCC chairman was stumped, and finally got the answer as 22, through Alfred J. McCosker, WOR-Mutual executive.

Mr. Fly told the committee New York has three clear channel stations owned by networks—WEAF, owned by NBC; WABC of CBS and WJZ by BLUE. Then he added WOR as affiliated with Mutual but not network owned.

New York doesn't need any 50,000-watt stations to cover the metropolitan area, Mr. Fly asserted, but added, under questioning: "If they are going to cover the rural areas they need it (power). They do have a substantial rural coverage".

Senator Reed said he had sent out questionnaires to broadcasters in Kansas, asking their opinions of new legislation. Most of them, he said, favored it.

HANGING ON EVERY WORD of Chairman Fly as the Senate Interstate Commerce Committee hearings opened, were these proponents of new legislation (l to r): Robert T. Bartley, newly-appointed NAB Director of War Activities; Herbert M. Bingham, Washington attorney and chairman of the legislative committee, Federal Communications Bar Association, NAB president Neville Miller and Karl A. Smith, Washington attorney and legislative counsel for the trade association.

"The NAB has used a lot of propaganda," was Mr. Fly's answer. "No one has gone around to explain to stations how the regulations help them. They've done an effective job."

"Done a nice job for whom?" asked Senator Shipstead. "In their own interests," said Mr. Fly, then added: "The upshot of it is they (the NAB) mislead a lot of people including their representatives. It's pretty ominous to have that kind of a machine."

Small Stations Not Molested, Reed's View

"May I suggest that my own experience is not in line with your thoughts?" said Senator Reed. Mr. Fly said that the small stations have been "going along tending to their own business. I think by and large," he said, "the small stations have been left alone." Minutes later, however, when Senator Reed said the majority of small broadcasters in Kansas favored new legislation, Mr. Fly reversed his opinion with: "I think the work of these people (NAB) has gotten to them (small broadcasters)."

Senator Gurney said that while he had received no letters from broadcasters in South Dakota, probably because he hadn't sought their opinions, "I'm just wondering if the stations don't feel they are held down by the Commission and are afraid of repersals."

"I don't think that's true," said Mr. Fly. "I think the stations are not highly exercised about the matter."

"I know of course if the bill becomes law, it would change the operations of the Commission," Senator Gurney continued. "What function of the Commission could not be carried on? In what way would this bill be detrimental?"

"By restoring the industry back to monopolistic practices," said the Commission chairman.

Have Never Exercised Program Control, Says Fly

"Do you feel that a Government agency should control what goes out over the air?" demanded Senator Gurney.

"We have never exercised a negative or affirmative control over any programs," was Mr. Fly's answer. "Under that guise these interests (the networks) are going to step in here and use it to restore radio to monopolistic practices."

Senator Reed read from a letter of a broadcaster in Kansas in which the Kansan pointed out that he needed new transmitter equipment to replace his 13-year-old transmitter which was likely to go dead at any moment, but couldn't replace "a worn-out tube without the Commission's consent".

Normally that would be no problem, Mr. Fly explained, but because of the war the WPB has restricted materials.

"Under our rules if that is essential to the continuity of business we can approve it. If it is not essential to the continuity of business we can't do it," the FCC chieftain said.

Senator Gurney wanted to know why Mr. Fly objects to the White-Wheeler Bill. Again Mr. Fly said: "We don't want to go back to monopolistic practices". Specifically the proposed legislation would set up a "dog-in-the-manger" type of procedure, he said. He opposed the declaratory judgment provision on the grounds that it would "get the whole thing bottled up. The upshot of it is you're laying a pretty effective foundation for 'dog-in-the-manger' type of administrative procedure."

Gurney Sees No Monopoly Danger

Senator Reed interjected: "You know, Mr. Fly, I'm a newspaper publisher and I'm concerned about this radio advertising."

"I think the newspapers should be concerned," the FCC administrator confided. "With the newsprint shortage advertisers are being squeezed in space and they might move out to radio. It could

k out to the detriment of the
ss and a windfall to radio."
Mr. Fly said if the present Com-
unications Act were amended
ler terms of the White-Wheeler
ll it would mean that "the gen-
al control of stations would go
k to New York". He added,
hat is, all but the BLUE would
back".

"When you say monopoly, it just
esn't sit with me," said Senator
urney. "When I was a station op-
rator years ago my dealings with
BS were open and above-board.
o effort was made on the part
CBS to tell me how to run my
usiness. It seems unnecessary to
e . . ."

Mr. Fly interrupted to say he
idn't want to repeat his seven-
ay testimony before the House
nterstate & Foreign Commerce
ommittee during hearings on the
anders Bill, but he didn't get
o finish. Senator Wheeler ad-
ourned the hearing until Thurs-
ay.

Chairman Backs Down On European Trips

Challenged Thursday by Senator Gurney, Chairman Fly backed down on his previous statement which linked current trips abroad by NBC and CBS presidents with large profits he contended the networks were making. The South Dakotan pointed out that the network heads were going abroad to line up broadcasts for this country and to carry out special missions for the OWI.

"If I didn't have more pressing business here," replied Mr. Fly, "I'd be over there straightening out some of our affairs. I think it's all right . . . I withdraw that criticism."

When Mr. Fly couldn't tell Senator Gurney how many NAB members the various network affiliates included, Senator Hawkes supplied the answer based on inquiries he had made. Quoting statistics, he said of 159 BLUE affiliates, 113 are members of NAB while Mutual has 209 stations with 130 holding membership in NAB. CBS has 107 NAB members and NBC 108, he said.

Senator Gurney, referring to Mr. Fly's previous testimony that were it not for the FCC regulations the "big networks" would engage in "monopolistic practices", demanded:

"Is it not a fact that radio is controlled by the laws of the land, just as any other business?"

"I think this is a very poor time to bring that up, sir," retorted Mr. Fly. "The Department of Justice recently dismissed the anti-trust charges against the big networks because of our network regulations."

"I think it's an opportune time to bring it up," replied Senator Gurney. He pointed out that the White-Wheeler measure provides that the FCC can't make regulations or attempt to enforce laws such as the anti-trust act, a function of the criminal courts.

"If you want to relieve the big networks of operating under the anti-trust laws, then repeal the Sherman Act," said Mr. Fly. "I don't know whether you want to relieve them and go back to monopolistic practices."

Senator Wheeler interrupted: "If we're going to have regulations of the networks, we've got to have some regulation of business practices. The law originally intended that the Commission regulate the radio industry, but the industry contends your regulations went too far. The Supreme Court decision now turns over to the Commission all regulatory powers. Some place between the two there must be a happy medium."

Fly Says Net Contracts Restrained Business of Station

"There has not been any attempt to regulate the business of radio stations," said Chairman Fly. "The thing that was done was to lift the restraint placed on them by the New York network heads." Under the FCC regulations, he averred, stations are given "exclusive control".

Then Mr. Fly read from a contract dated 1933 between CBS and WNAX Yankton, S. D., formerly owned by Senator Gurney. He stressed what he termed the exclusivity clause. When, as he finished reading that portion of the 10-year-old contract he admitted the pact was dated 1933, Senator Gurney said: "I left the station in 1932".

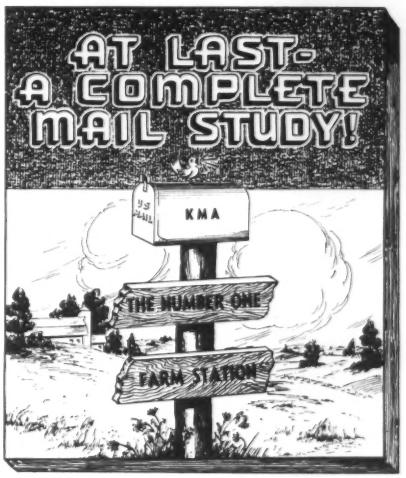
"I'm not blaming you," said the FCC head. "I'm simply showing the restraint placed upon the station by the network." Before Senator Gurney could complete his questioning, Senator Wheeler interposed with: "If it had not been for that contract, the people of South Dakota couldn't have had those programs".

Senator Gurney then pointed out that the contract between WNAX and CBS, originally made in 1927, has been renewed consistently and that relations between the station and CBS have been good.

Senator White, explaining that because he was co-author of the bill he had not intended to interrogate witnesses nor take any part

'Mr. Sly'

WHEN FCC Chairman James Lawrence Fly told the Senate Interstate Commerce Committee at hearings last Wednesday on the White-Wheeler Bill (S-814) to amend the Communications Act of 1934, that manufacturers use their radio programs to put across their philosophies, Sen. A. W. Hawkes (R-N.J.) didn't agree. Mr. Hawkes, chairman of the board of Congoleum-Nairn Inc., Kearney, N.J., and past president of the U.S. Chamber of Commerce, in addressing the FCC chieftain said: "Mr. Sly, I want to make a point".



Now Free for All!

THE *Complete Mail Study* about to be released by KMA is now made available to the entire industry. Original plans were to limit distribution strictly to agency men and company advertising managers. But so many requests came from radio station men that Earl May, KMA president, has announced today that all who want copies may now have them.

This study is made from the 493,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Such questions as—

"Who writes to radio station—men or women?"

"What kinds of offers are most successful—contests, premiums, free samples, etc.?"

"How large a mail sample does it take to determine station coverage?"

—are answered for the *first* time!

Because of current restrictions, copies of the printed study will be mailed only on request. So, if you want one—write, *right now*—to the KMA Research Director. If you don't beat the order to the printer, you'll be too late!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

EVER GET JUGGED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there *must* be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE concedes the back hills to the *big* stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you *big results*. Want the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS
Exclusive National Rep.

in the hearings, other than to listen, became indignant.

"I can't keep still in the face of your statement that this pending bill would repeal the anti-trust laws," he told Mr. Fly. "The policies of the anti-trust laws are written into the Federal Communications Act," replied Mr. Fly.

White Amendment Would Incorporate FCC Regulations

"What is the language in S-814 that bears on your regulations?" demanded Senator White. "Do you assert the right to have supervisory control over station programs?"

"Absolutely not, sir," Mr. Fly answered. "The Commission has never suggested either directly or indirectly that any particular program be put on the air or taken off. It has no intention of moving into censorship."

"What's your objection if you don't control programs?" persisted Senator White.

"The main objection is this bill would repeal the network regulations and they would return to monopolistic practices," was the reply.

Reading from the proposed measure which defines the FCC powers, Senator White declared: "There is no purpose to tear up your regulations," and Mr. Fly replied: "That relieves me, sir."

"If I have anything to do with the writing of this bill," said Senator Wheeler, "I think we ought to get together on the meaning of the Act." Senator White announced he had worked on some amendments, which he hadn't yet proposed. One would incorporate into the law the substance of FCC regulations. Mr. Fly said he was "glad networks are under the misapprehension that this bill would repeal the regulations."

Fly Says No Station Was Shut Down For Content

Senator Wheeler then read a prepared question: "How many stations have been put out of business by the Commission?"

"You mean for program content?" asked Mr. Fly. When Senator Wheeler replied in the affirmative Mr. Fly said:

"No station under my term of office has been put out of business because of program content." He mentioned that three stations were denied licenses under the old Federal Radio Commission." Mr. Fly suggested that a penalty less severe than license revocation should be imposed in certain cases. Frequently the Commission "tries to get things straightened out" to avoid revoking a license, he explained.

Senator White said that when the 1934 Act was written "we made an effort to agree on suspension or penalties but there was so much confusion we came to no agreement."

Senator Gurney questioned the FCC chairman closely on procedure involving applications for frequency changes or increased power. He tended to bring out that the Commission, despite Mr. Fly's testimony that it exercised no control over program content, did base its decisions on the kind of service and programs the station had been giving. Mr. Fly discounted that theory.

Mr. Fly said he didn't know of "any case" where program content swayed the Commission. "I don't know of any case where we have set down hearings on that alone," he added, then went into a discussion of the competition for wave lengths. He explained that stations file logs "merely to show that they have conformed to regulations in that respect".

"So in that way the FCC does, so to speak, control the kind of programs on the air," insisted Senator Gurney.

A DASH OF MAKEUP applied by Edyth Fern Melrose, heard as the "Lady of Charm" on the Bonne Belle Cosmetics Inc., series on WCKY Cincinnati, adds to beaming countenance of station president, L. B. Wilson. Mrs. Melrose and Olive Kackley, WCKY commentator and local voice on the firm's program, addressed cosmetic girls of Greater Cincinnati at a station reception and cocktail party in Mrs. Melrose's honor.

"That is not right, sir," Mr. Fly replied. "The Commission never suggests it directly or indirectly.

"At every hearing I've been before the Radio Commission, I would have said three-fourths of the time by the examiner is taken up showing what programs have been and would be broadcast," commented the senator.

"They show what kind of public service job they've done," said Mr. Fly. "In the kind of a case I mention the Commission does not consider programs at all. There is no such thing as one station being in better favor than another, but groups of 100 stations being in better favor than other groups."

Fly Says He Would Recommend 3-Year License

"Have you ever given consideration as to why these stations shouldn't have continuing licenses instead of two years?" asked Senator Hawkes. Mr. Fly said the Commission had considered issuing licenses for three years under the law. Senator Wheeler suggested that "long-term licenses might tend to build up the value of radio properties to the detriment of public service.

Senator White recalled that he recommended a license duration of five years but "when we were passing the 1927 Act we knew a little but there was an awful lot we didn't know and it was the intent to leave the regulations somewhat flexible."

"There are many and varying significant uses of radio," said Mr. Fly. He told of high-frequency exploitation and said "we are not able to develop them as fast as scientists find them."

"We're going to have to review the whole radio spectrum," he added. "That means in the near future on a national basis we'll have to lay down a new plan of allocation of frequencies and we're going to have to have pretty good control. That must be fitted into the national picture and then the international picture."

"I would be perfectly willing to recommend to the Commission today that we extend the maximum of license to three years. I believe

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline

THE BEELINE

RENO - KOH
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FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET, National Sales Manager
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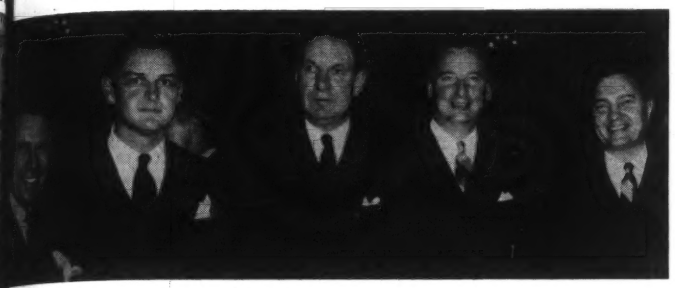
McClatchy Broadcasting Company
Sacramento, California



HONORARY CHAIRMAN of the Hartford, Conn., showing of the NAB retail promotion presentation "Air Force and the Retailer" was Edward T. Allen, president of the Retail Dry Goods Assn. and head of Sage-Allen & Co., Hartford. Snapped at a reception after the showing were (l to r): M. F. (Chick) Allison, sales promotion manager of WLW Cincinnati, m.c.; Richard W. Davis, general manager, WNBC; Mr. Allen; William F. Malo, commercial manager, WDRC; Paul W. Morency, general manager, WTIC, and chairman of the NAB National Retail Promotion Committee, which is sponsoring the nationwide showing.

would tend to greater stability."

Senator Wheeler then read another prepared question to the effect that some members of the Commission have suggested that certain commentators be put on the ether and others be taken off.

Wheeler Raises Issue Of Editorializing

"I have never directly or indirectly suggested it," said Mr. Fly. "I would say that there's utterly nothing of the sort from the Commission. Frankly I'll tell you I don't approve of the lines taken by some commentators, but I think this is a problem of responsibility of management."

Senator Wheeler said he noticed that CBS President Paley issued an order that radio commentators should not editorialize on the air. "You have criticized it." Then the senator spoke extemporaneously and criticized certain commentators who, he said, "color the news" under a Washington dateline.

Mr. Fly admitted "I did discuss the stated policy of CBS at times in somewhat critical terms. It's my opinion that CBS is doing a topnotch job of reporting the news. The only divergence I might have there is, they have announced a stated public policy which is not what they're doing. Opinion always comes to bear in the process of collating and preparing the news. They do not do what they say in terms of limiting opinion. They permit analysis. I do think it's a highly intelligent and a highly constructive job. CBS does not apply the structures of its written policy as it is written."

Senator Wheeler and Mr. Fly entered into a discussion of the various merits and demerits of commentators. Mr. Fly assailed those commentators who, he said, claim they have complete freedom but are, in fact, guided by the wishes of sponsors. "When a commentator moves from the field of news and starts talking about his company, they ought to haul up the flag and brand it right there," he declared.

"I've been told that Boake Carter was put off the air because someone in Government—the Commission—caused him to be taken off," said Senator Wheeler.

Commentator Control Called Method of Dictators

"That is not true," answered Mr. Fly.

"You would admit it could be done without your knowledge?" inquired Senator Hawkes.

"I don't know of any instance where that has been done," insisted Mr. Fly. "I think that comes down to the responsibility of the broadcaster, particularly the network management."

The reason Stalin, Hitler and Mussolini are able to do what they do, remarked Senator Wheeler, "is because they control the commentators. I say it isn't fair that the American public should get colored news. So many of the commentators absolutely color the news . . . not just one or two. It isn't a question of free speech. They're paid by some advertiser."

Senator Hawkes entered the discussion by pointing out that the same "concern that hires the commentator could hire space in the newspapers." Mr. Fly's chief objection was that commentators speak on the air under their own names and "don't tell you when they are moving into the company stuff" whereas in newspapers ads are so labeled.

Senator Gurney broke up the commentator tete-a-tete between Senator Wheeler and Chairman Fly by asking about renewal application forms provided by the FCC. He asked if the forms didn't require that the station "submit a full week's copy of programs."

'Cheap Programs' Linked to Gov't Ownership Demand

"That may be true, sir, I don't know," said Mr. Fly. "It doesn't mean anything to me."

Then he read from a form which inquired as to types of programs on the air and commented "it calls for the percentage of time devoted to those fields."

Charles V. Denny, FCC general counsel, prompted the chairman and Mr. Fly said:

"My counsel advises me, sir, that we sometimes get a copy of the station log, which simply shows the programs. That's for determining if the station keeps a log as required by regulations."

Again Senator Wheeler read a prepared question regarding earnings of stations and asked if the FCC chairman believed they should be made public, since he understood some stations earned annually twice their invested capital.

"While I have no criticism to their making money, I do feel that stations should put some of the excess profits into improvements," commented Mr. Fly. Senator Wheeler then asked how many Governments own radio stations".

"I would suppose that most of them do," was the answer. "The outstanding one is Britain." Mr. Fly mentioned Australia and Canada, with Government control of radio, and commented: "By and large there is dominant Government radio.'

"I'm not for Government ownership of radio," said Senator Wheeler, but I do think that some radio stations have cheap programs and they're making money. There will

San Diego's NEW! KFMB BLUE Network OUTLET

. . . All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

JACK O. GROSS
GENERAL MANAGER

W. G. RAMBEAU CO.
NATIONAL REPRESENTATIVES

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

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MADISON AVE. AT 45th ST., NEW YORK
A HILTON HOTEL
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KOZY
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FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

be agitation for Government radio, if that continues."

Senator McFarland wanted to know if certain communities might not be able to get good programs, and Mr. Fly rejoined "The monopoly rules give to stations the right to buy any programs. I think, to the credit of the networks, I've got to point out that they have added large numbers of stations and they're continuing to add. Perhaps I'm a little too idealistic but I think they will come to the realization they have an obligation and will move out to remote areas."

Senator Wheeler and Mr. Fly sang the praises of Lowell Thomas and decried the fact that he was on only a limited number of stations. Senator Wheeler thought Mr. Thomas should be made available to other stations. Senator Gurney explained it was purely a problem of economics, that "time on the air for every station is bread and butter".

Senator Austin asked what elements were involved in costs of expanding networks. Mr. Fly said "Line charges. We got the long line rates reduced about 50% a year ago. Senator Wheeler, however, commented he thought he had something to do with the reductions. Following a few more remarks on coast-to-coast hookups and line charges in handling network shows, Chairman Fly got in the last word Thursday when he said:

"I dare say 99% of the stations, without losing a cent, could arrange to carry Lowell Thomas."

Fly Agrees 'in Principle' To Changes in Law

Considerable discussion of various provisions of the White-Wheeler Bill consumed the early part of Friday's hearings, with Chairman Fly changing over from opposition to new legislation to passive assent.

Mr. Fly found himself agreeing "in principle" with much of the proposed new law. With reference to a proviso governing political broadcasts, the FCC Chairman indicated he thought along the same lines as the co-authors of the bill, but he offered several suggestions for added definitions. He specifically mentioned political broadcasts and public questions.

"I think it is vastly more important that both sides be equally presented in any public question," commented Senator White, "than it is to confine it to candidates."

"I've been impressed by the generosity of the networks, the treatment they have accorded me and my opponents," remarked Senator Tobey.

"I want to compliment the networks on another thing," put in Mr. Fly. "A few weeks ago I wanted to make a speech. We put out feelers to see whether the networks could carry it. The first three we presented it to turned it down. The fourth network indicated it would make arrangements and did. There was no coercion at all and no move to cancel commercial programs for my speech. I think that's a healthy condition." (It was CBS, one of the "big" networks which the chairman previously had criticized liberally, that carried his speech on "Freedom to Listen").

FCC CHAIRMAN James Lawrence Fly, in his opening appearance before the Senate Interstate Commerce Committee last Wednesday as he lashed out against NBC and CBS and what he chose to call the "stooge NAB".

"If you can trade with the chairman of the committee you can trade with me," said Senator White with reference to some provisions which Mr. Fly offered to help write.

"I think we can trade out on that, sir," was the FCC head's reply.

Senator Wheeler said he had heard that smaller advertisers "can't buy time because the larger ones have it bought". "That's an economic trend," said Mr. Fly. "I think the inevitable result is, with the corporate device becoming more and more important in our society, a trend that way. The big corporation is here to stay. The upshot of it all is that the people who can, put the dough on the barrel head."

"While we've been giving lip-service to the small businessman, the tendency during the war has been to build up corporations and wipe out small businessmen," said Senator Wheeler.

"The application of broadcasting tends to increase that," Mr. Fly remarked. He expressed the opinion that the FCC network regulations were responsible for "restoring to local stations the right to carry local business".

Fly Would Relieve Stations from Liability

On censorship of programs by either Government or management there was considerable debate between Mr. Fly and committee members. Section 332 of the proposed legislation would put the responsibility of determining whether program material was subversive slanderous or libelous on the broadcaster.

"I'm wondering if it wouldn't be well to relieve a station of all liability in libel or slander," Mr. Fly suggested.

"There is a danger in giving to a station the power to accept or reject material," said Senator Wh... "You've either got to give ... the responsibility or face tro... I've never heard of a federal sta... on libel." After more argument ... the responsibility of the bro... caster, the FCC chairman said:

"The limit of my suggestions ... to relieve the licensee but not ... any sense to relieve the speaker ... have here, sir, the making of ... memorandum for that."

"If you relieve a station of ... liability, what protection do ... have?" asked Senator McFarla...

"You'd be surprised to see ... programs and speeches being ... jected under the guise of liability," replied Mr. Fly.

Mr. Fly found that another ... section, requiring political spea... ers to file in writing with a licen... information as to the speaker, ... subject and affiliations, in adva... of a broadcast, "very desirab... and commented: "That falls ... with the principle of brand... sponsorship."

Another proposal, which w... afford the right of the opposit... to time equal to that given any pu... lic officer other than the Presid... also met with Mr. Fly's approv... "in principle". Senator Whee... didn't think the President shou... have the right to speak uncha... lenged.

"I think all members of the co... mittee would be glad to have pu... put in writing your suggestions," ... Senator Wheeler told Mr. Fly. "Then when we get into executiv... session we can give your sugge... tions or suggestions from anybo... else, consideration. We'd like t... have them in writing so we ca... discuss them."

"I wonder if it wouldn't be a ... wholesome idea, either by regula... tion or legislation, to require th... a log be kept showing all request... for time, the speaker, his subject, ... backers, and disposition made o... the request?" asked Mr. Fly. That ... brought from Senator White an ... objection that it would entail ... "more reports".

"You need not make any require... ment that any report be made a... a specific time. Let the station ... keep them. These are not extensive. ... Of course in time they may be im... portant. I would prefer in genera... they not be filed with the commis... sion but kept at the station in case ... we needed them."

No Stipulation Asked In BLUE Sale, Fly Says

Senator Wheeler brought up the ... BLUE network sale, saying he had ... heard reports that the Commissio... required the BLUE to file a state... ment of policy before approving ... the sale. That Mr. Fly categorical... ly denied, although he said a let... ter was filed by Edward J. Noble, ... NBC purchaser, on "whether or not ... its policy would be uniform or dis... criminatory".

Senator Tobey demanded: "He ... (Mr. Noble) had to agree to a ... stipulation, didn't he?" When Mr. ... Fly replied in the negative the sen... ator asked: "There was no limita... tion or stipulation at all?"

"No sir," replied the FCC chair... man. "The only thing that was ... filed by Mr. Noble was a letter—it's ... public and can be put in the record ... —I think it's awfully important. ... I personally told Mr. Noble and ... his counsel that as far as I was

erned we would approve the nsfer even if he didn't adopt e rules. I made it specifically ar it was not a condition of our roval of the sale."

Senator Tobey questioned Mr. on the sale of the BLUE for 000,000 cash, asking if Mr. ble didn't get some money from ree New York banks".

"He paid a million dollars cash d got the remainder on his own rsonal credit," said Mr. Fly. "Let make it clear that Mr. Noble rowed the money on his own me and assets. The bankers got control."

"As a condition of the sale, Mr. ble had to dispose of WMCA?" ked Senator Tobey.

"That was done under our pol-," was Chairman Fly's answer. explained that under the pres- ownership the BLUE had a tter and more competent setup an when it was owned by RCA. hen Senator Tobey demanded to ow if "there was some pressure ought on Mr. Noble to sell MCA." Mr. Fly admitted there as.

lamm's WMCA Sale rought Up By Sen. Tobey

"When (Donald) Flamm sold MCA to Mr. Noble, there was me pressure put on, was there ot!" continued Senator Tobey.

"I don't know," said Mr. Fly. testified before a Congressional mmittee when that was pending, r." He admitted he discussed the le with the late Thad Brown, rmer member of the FCC, as unsel for Mr. Flamm, and with hilip Handelman, who now rep- esents Mr. Flamm.

"Colonel Brown came to me and id Mr. Flamm was in trouble ith the Commission," explained r. Fly. "I told him that no one n the Commission could get his cense. I told him to tell Flamm o. Presumably he did for it was ortly afterwards that he sold the tation.

"Was the former general counsel FCC (Wm. J. Dempsey) instru- ental in that sale?" asked Sena- or Tobey.

"Yes, he represented Mr. Noble," plied Mr. Fly.

Senator Tobey said he had heard hat "Jim Fly is 95% of the FCC." That's not true", said the chair- an. "Never have I directly or in- irectly requested any commission- r to vote with me, and I never hall. We call 'em as we see 'em." At Senator Gurney's request Mr. Fly placed in the record a copy of Mr. Noble's letter setting forth the proposed BLUE policy and a copy of the FCC decision [BROADCAST- ING, Oct. 18].

Senator Clark asked the present tatus of newspaper ownership of tations and the hearings entered nto a lengthy discussion.

"No rule has been enunciated on that," said Mr. Fly. "Hearings have been held. I think we shall have to dispose of that matter at an early date." He expressed the opinion that it was an appropriate subject for legislation.

"I never have felt myself that a matter as fundamental as that should rest with the Commission," remarked Senator White. Further argument on that problem was de- layed while Senator Tobey read a letter from Adm. Leahy, the presi- dent's chief of staff, to the Secre- taries of the War and Navy De- partments protesting against the FCC concerning itself with activ- ity in military matters. Chairman Fly remarked:

"That letter was classified as se- cret by the War and Navy but it was made public by counsel for the Cox Committee."

Transfer to Army Rejected After Investigation

When Senator Tobey said he had been informed that President Roosevelt had rejected the recom- mendations of the Joint Chiefs of Staff for transfer of the FCC's Radio Intelligence Division to the Army and abolition of the Federal Broadcast Intelligence Service, Chairman Fly asserted this action was taken only after a lengthy in- vestigation. He said there had been no prior investigation by the Joint Chiefs of Staff but that afterward the office of the Chief Signal Officer of the Army made an "actual sur- vey" and that on each topic cov- ered, the report was "excellent". Mr. Fly said he felt the Secretaries of War and the Navy were "ignor- ant of the facts" when they signed the letter accompanying the rec- ommendation of the Joint Chiefs of Staff. In an inquiry made through the Bureau of the Budget, every Government department praised the Commission's war activities, he de- clared. The recommendation, he charged, originated "in one depart- ment only" and he said that it was not the Army.

Reverting to newspaper owner- ship, Senator White inquired whether Mr. Fly felt that there was anything in the present law which would deny to a newspaper or re- presentative of a newspaper a sta- tion license. Parrying the question, Mr. Fly said he did not know just what the construction would be but agreed that there was an element of doubt and that the matter might well be "subject to litigation".

In the ensuing cross-fire, Chair- man Fly said he thought Congress ought to determine the issue but expressed doubt that it would be willing to do so. Senator White thereupon called attention to the final section which would deny the Commission the right of deter- mining whether particular groups are not qualified to obtain licenses.

Mr. Fly said he regarded this provision as "very unfortunate," since it would preclude the Com- mission from denying a license to any one not specified in the Act. It might mean, he said, that the Com- mission would have to have a spe- cific instruction from Congress in many instances.

Senator White pointed out that if the Commission should decide as a matter of policy that a news- paper can't have a license because it is a newspaper, then the Com- mission might proceed to hold that a department store or an insurance company could not qualify. Mr. Fly, however, insisted that the news- paper case would not control other cases since the newspaper question involves concentration of control in the molding of public opinion.

"If Congress wants to spell that out in the statute, then I would be relieved of a difficult problem", he said. Senator White observed that he has always felt that there must ultimately be faced the ques- tion whether radio licenses will be issued to people not primarily in the radio business, or where the station would be the "tail to the kite".

"I don't believe the Commission has the authority to say that a newspaper, just because it is a newspaper, can't hold a radio li- cense", the Maine legislator said.

Chairman Wheeler interposed that he thought there was some question of whether it is good policy to have the only station in a city owned by the only newspaper. Thereby, one organization would "control" the publicity in the com- munity, he said.

Senator White insisted that the question of whether these two great means of mass approach should be kept competitive was a matter for Congress, and Senator Wheeler as- serted that he felt someone would have to say whether a particular community should have its public thought dominated by a single entity. He said he thought it was impossible to write such provisions in the statute and that some lati- tude would have to be left to the Commission.

Mr. Fly agreed that the proper way to determine such issues would be the public interest yardstick and that the matter should be handled on a "case to case" basis.

Thereupon, the committee re- cessed until Tuesday with Mr. Fly still the witness.

Southern Pacific Adds Railroad Drama Series

RE-ENFORCING the West Coast labor recruiting campaign, South- ern Pacific Co., San Francisco on Nov. 10 will add to its spot an- nouncement schedule *The Main Line*, on 4 Mutual-Don Lee Pacific and Arizona stations, Wednesday, 8-8:30 p.m. (PWT). Contract is for 3 weeks, with Foote, Cone & Belding, San Francisco as agency. Station list includes KHJ KFRC KPMC KVEC KFRE KMYC KIEM KFJI KORE KALE KLO KOY KTUC KSUN. Written and directed by Lew Lansworth, series will dramatize railroad's part in the war.

Substantiating his letter to BROADCASTING (July 9), F. Q. Tred- way, general advertising manager of the firm, stated "the Southern Pacific Co. has used radio in the past and is utilizing it again to attack a specific problem". Com- mercials on the weekly half-hour series will be devoted to labor rec- ruiting, Mr. Tredway stated, add- ing that the industry faces a seri- ous manpower shortage. Spot an- nouncement schedule, which started Oct. 26, uses 30 stations in the Pacific Coast area.

Burke's Paper

MEMBERS of the Senate Inter- state Commerce Committee were circularized last week with copies of an eight-page six column paper titled *The People's Radio*, and pub- lished at Pasadena, Cal. Loaded with stories, editorials and ab- stracts of addresses opposing the pending White-Wheeler Bill, it carried a box identifying it as be- ing published by KPAS Pasadena, an independent station. J. Frank Burke Sr., owner of KPAS and an attorney, by-lined the lead story, headed "Radio Bill Threatens Free Speech".

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD

CBS 600 KC 1000 Watts

EL PASO, TEXAS

Dorrance Roderick, *Owner* Val Lawrence, *Manager*

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

Another WCKY *Star*

DAVID CARTER DEANE

WCKY ORGANIST

50,000 WATTS C B S

THE *L. B. Wilson* STATION

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

HENRY GREENFIELD

Volume Response depends on

Your AIM

For 22 years, WDZ has AIMED its messages exclusively to *average* people . . . factory and farm folks who make up more than 70% of the buying market. Having learned how to hit the heart-strings of these "salty" folks, the result has been VOLUME RESPONSE. For example, 220,113 listener letters were received in one year . . . $8,045 in orders from 50 quarter-hour programs. Many other "eye-opening" examples will be sent on request.

You can send *your* message to WDZ's *responsive* listeners at very reasonable rates. WRITE

WDZ 1000 WATTS TUSCOLA, ILLINOIS

HOWARD H. WILSON CO., Representatives
New York, Chicago, San Francisco, Hollywood, Seattle

KXOK
ST. LOUIS 630 KC.
5000 WATTS FULL TIME
BLUE NETWORK
Represented by John BLAIR & CO.

Elias Asks 4-A Members to Help Win Radio's Magna Charta From Congress

ADVERTISING'S aid in directing the attention of Congress to the grave need for new and specific radio legislation, was sought at the annual meeting of the eastern division of the 4 A's, held at the Waldorf Astoria, New York, on Friday, Nov. 5. The spokesman for a radio Magna Charta was Donald S. Elias, executive director of WWNC Asheville, N. C., vice-president of the *Asheville Citizen-Times*, and a director of NAB.

Mr. Elias gave advertisers the credit for the superiority of American radio over that of any other country on the globe. He painted a vivid contrast between radio here and abroad, and today and yesterday—before it was accepted and patronized as an advertising medium. He asked for advertising's help in the fight for a free radio "because you need strong, free media. A hamstrung, intimidated radio is of no use to the American people".

Speakers and Subjects

Members of the New York, New England, Atlantic and Pittsburgh chapters of the 4 A's attending the afternoon session heard a foreword by Philip W. Lennen, chairman of the New York Council, which was host at the meeting. He was introduced by John D. Cunningham, Newell-Emmett Co.

Speakers at the session, in addition to Mr. Elias, included Henry J. Taylor, BLUE commentator and author, on "Advertising's Job in the Future Economy"; Matthew Woll of the AFL, on "How Does Labor Regard Advertising in its Post-War Planning", and Raymond Moley, on "Advertising—the Voice of Management in the Coming Economy".

At the evening session, presided over by Ray VirDen, of Lennen & Mitchell, chairman of the program committee, members took part in a presentation of *It Pays to be Ignorant*, program sponsored by Piel Bros., Brooklyn, on WOR. The featured speaker was A. C. Hill Jr., vice-chairman of the Office of Civilian Requirements, WPB, whose topic was, "What is the present and Near Future Outlook for the Production of Civilian Goods." Special guests were representatives of all the armed services who have seen action against the enemy, including Lt. John Mason Brown, U.S.N., former drama critic of the *N. Y. World-Telegram*, who talked on the invasion of Sicily.

That Congress and only Congress can act to preserve free broadcasting in the United States, was the key thought of the message brought by Mr. Elias.

"Broadcasting will never be truly free," he said, "until every station knows that as long as it observes certain specific regulations, its license will not be in jeopardy. The broadcasting industry must have one of the four freedoms set out in the Atlantic charter—'freedom from fear'—if America is to have freedom of speech."

Some Restraints Needed

Mr. Elias, who is a member of the NAB legislative committee, said that the need for a new radio law has been apparent for years, and has now been underscored by the Frankfurter decision of the Supreme Court, by which "confusion has been further confounded".

"Some restraints on absolute program freedom are required by public interest," he continued, "Stations should not, of course, be permitted to broadcast programs that offend against decency or that preach religious bigotry or racial intolerance. In the handling of controversial issues, the stations should treat all groups or factions or parties with the strictest impartiality."

"But these restraints," Mr. Elias continued, "should be laid down by Congress in the most precise language. They should not be left to the capricious determination of changing bureaucrats. They should be defined with such clarity that the Supreme Court of the United States will not divide in interpreting them. They should be so specific that they will not invite bureaucratic usurpation. Above all, they should be so clear that every broadcaster in the land will know his rights and responsibilities."

Pointing out that Congress, because it represents the people, knows that the great power of censorship really lies with the listeners, Mr. Elias said that broadcasters cannot and will not trifle with audience good-will and the censorship standards that the audience imposes. These standards, plus those imposed by national welfare, he declared, constitute the only censorship, "overt or covert, direct or oblique, to which the American people want American radio subjected.

"I think that instinctively the American people feel that they've got to have a free radio. They know that a free radio is a bulwark against encroachment upon our liberties. And they know that radio is an indispensable factor in creating a safe, serene and prosperous America after the war.

"Your stake in free radio is your stake in free enterprise—in a free America," he concluded.

RCA Gross Up

RCA'S total gross income from all sources in the first nine months of 1943 amounted to $218,240,901, as compared with $136,477,537 for the same period in 1942, an increase of $81,763,364, according to David Sarnoff, president. Net income was $7,435,025 for the first nine months of 1943 as against $6,999,127 in 1942, an increase of $435,898.

ONLY LICENSED WOMAN ... captain in America and Denver's "Woman of the Year", Captain Mary Parker Coverse (left) appeared as guest of Lora Price, director of the KOA Denver *Home Forum*, on a recent Forum broadcast. Captain Mary, now 72, decided to obtain a captain's license in the Merchant Marine when she was 67 years of age. She has made important contributions to the war effort by teaching navigation to young men accepted for training as naval officers.

Auditions for S-W

OPERATIC aspirants for the *Metropolitan Opera Auditions of the Air* will have their first chance at tryouts in Chicago Nov. 11-13. Local winners will be invited to New York to compete over the air with other auditionists in the semi-finals and finals. Maestro Wilfred Pelletier, conductor of the Metropolitan for the past 20 years, conductor of the auditions orchestra and head of the auditions committee, will supervise the regional event in Chicago. The program returns to the air for the Sherwin-Williams Co., Cleveland (paints), Nov. 28, and will be heard over the BLUE each Sunday, 4:30-5 p.m.

Buitoni to Expand

BUITONI PRODUCTS, Brooklyn, has added a six-times weekly quarter-hour program of music and drama on WOV New York to its spot schedule for spaghetti and other products, and will expand into other markets, including Los Angeles, San Francisco, Pittsburgh, and either New Haven or Hartford, as soon as supplies can be replenished. Buitoni's schedule includes: WHOM WEBR WBEN WSNY WAB WHEC WGES WJLB WHA WIBX WMEX. Agency is Carl Vinti Adv., New York.

News Series Open

BARRING certain types of advertisers such as beer, cigarettes and proprietary drugs, *The Christian Science Monitor* has approved local sponsorship of its Monday through Friday 6:30-6:45 news period, on Mutual, effective Nov. 1. When first announced last September, the program was said to be available for local sponsorship [BROADCASTING, Sept. 13]. Mutual reported two accounts had indicated intention to sponsor the series, now titled *The World's Front Page*.

MILTON M. MENDELSOHN, formerly head of the agency bearing his name, has been appointed executive vice-president of the Frank R. Shea Associates, Chicago.

GAR Is Granted hange to 1220

C Action Paves Way for ,000 w Operation

T was paved for 50,000 w oper- by WGAR Cleveland by the C last Wednesday when it ted the station's application to ge its frequency from 1480 to kc, with an increase in night wer from 1,000 to 5,000 w. The quency, which has been sought several applicants, is available 50,000 w in the United States. GAR originally sought that wer, but the wartime freeze con- tions necessitated a revision.

At the same time the Commis- on, meeting in executive session mediately following oral argu- nts, made decisions in two other ses. It denied the application of ADC Akron for a construction rmit to install new transmitting uipment and a directional antenna for both day and night use, hange its transmitter location and hift its operating assignment from 350 kc with 5 kw, unlimited, to 220 kc with 50 kw, unlimited, us- g a directional antenna. It is un- erstood that it is likely WHBC ill seek a rehearing.

WHBC Canton, O., was granted construction permit to make hanges in transmitting equipment, stall a directional antenna for ight use and change frequency rom 1230 to 1480 kc, taking the resent WGAR facilities.

Conditions Improved

The WGAR grant, the Commis- ion said, is subject to the condi- ions that (1) applicant shall take whatever steps are necessary to im- prove the signal of WGAR over the Cleveland business district to com- ply with the Commission's rules when materials and equipment are available; and (2) that applicant shall submit proof that the pro- posed radiating system is capable of producing a minimum effective field of 175 millivolts per meter at one mile for 1 kw power, or 392 millivolts per meter for 5 kw power.

Equipment for the change, ac- cording to the record, is already on hand except a small amount of cement and plaster for recondition- ing a farm house to be used for a transmitter building. Two 1220 crystals required are on hand; cop- per wire for a ground system has been salvaged from the former ground system of the old WJR De- troit, and wire for transmission lines is on hand. Present towers and 5 kw transmitter will be used at the new location. Cost of relo- cating the towers and technical equipment will be about $5,000, ac- cording to WGAR.

The 1220 kc channel, a Mexican I-A frequency, originally was speci- fied for use in the United States as a Class 11 station in the Michi- gan area, but when that failed to develop, WGAR sought the fre- quency.

The FCC's proposed findings [BROADCASTING, Sept. 122] state that standing alone the application of WHBC would fall within the purview of the freeze policy, but that since the WHBC and WGAR requests are interrelated in that each is contingent upon the other "it becomes necessary to consider the overall benefits which would accrue to the public from the granting of both applications".

BOMBED AREA in London, St. Paul's Cathedral in the background, is inspected by (l to r) Niles Trammell, president of NBC, Lloyd Straton, president of the AP of Great Britain and John F. Royal, NBC vice-president in charge of international relations. The NBC executives have since left England for North Africa. They are planning reopening of NBC offices in occupied countries and making arrangements to bring listeners reports of international meetings of news value from abroad.

DON'T TRAVEL PLAN AROUSES PROTESTS

USE OF OWI "Don't Travel" announcements has been virtually discontinued in the Chicago area pending an answer to a protest filed with Elmer Davis in behalf of 14 stations. At the same time, it became known in Washington last week that OWI has scheduled a series of the announcements over independent stations, which will be 55 seconds long and available for sponsorship, beginning the week of Dec. 6.

The letter of protest, over the signature of Edwin R. Borroff, vice-president of the BLUE, and OWI consultant in Chicago, said that it was "the unanimous opinion" of the stations that it was "unfair" to ask the radio industry to use the free announcements.

"Railroads have been and still are notoriously newspaper and magazine advertisers and ignore radio to a great extent, and therefore these people feel that railroads should look to the advertising medium that has been receiving their money for free support of their war effort theme," Mr. Borroff wrote, adding that the feeling is very strong, to the point that stations will refuse to carry the announcements. He said there was no question of the support that the stations have been giving to the war effort.

WGST Asks Renewal

WGST Atlanta, whose ownership and management policies have been under investigation by the FCC since 1940, filed a petition last week asking the Commission to grant without a hearing its application for renewal of license. The station had been given a 90-day extension of its license last March during which the Georgia School of Technology was to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickard and Clarence H. Calhoun, Atlanta attorney, operating as Southern Broadcasting Stations Inc. Basis of the petition is the deletion by WGST of Paragraph 6 of the agreement with Southern Broadcasting covering acquisition by the university of technical equipment and facilities which specified that the station should be operated in such fashion as to provide as large net billings as possible. It is understood that the FCC majority (Fly and Craven dissenting) felt this placed upon the school the necessity of accepting programs indiscriminately in order to earn the necessary return [BROADCASTING, Aug. 23, June 28].

New FTC Sampling

CLEARING up the question of forthcoming calls for samplings of commercial continuities, PGad B. Morehouse, director of Radio and Periodical Division, Federal Trade Commission, explained last week that the new schedule, started July 1, 1943, which calls for samples from individual broadcasters twice yearly, will cause the 15-day sampling periods in most cases to fall in different calendar periods than in previous years. Selections of stations have also been realigned, said Mr. Morehouse, with consideration given to transmittal power, geographic location, population centers, etc. in arranging the staggered groups.

Dubonnet Moves

DUBONNET Corp., Philadelphia, subsidiary of Schenley Import Corp., sponsor of the Xavier Cugat program on the BLUE Saturdays 11-11:30 a.m., will shift to Mutual following the Nov. 27 broadcast. Failure to find a suitable nighttime period on the BLUE is the reason for the switch to MBS where the program will be heard Wednesday 8:30-9 p.m., effective Dec. 1. Agency is Wm. H. Weintraub & Co., New York.

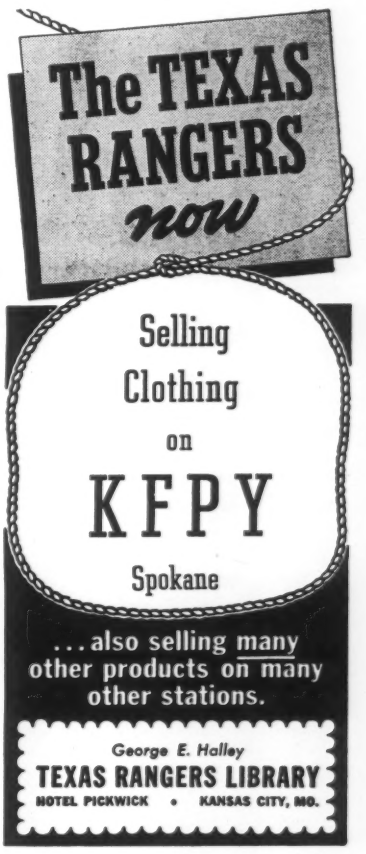
Swift Spots

SWIFT & Co., Chicago (Allsweet Oleomargarine), in November starts a half-hour participation of home economics programs fiveweekly on WOR, renewing participation on WLW KMOX WBZA WTIC WCSH WIBC KFJ KPO. Contracts are for 13 weeks. Agency is J. Walter Thompson Co., Chicago.

WTJS to Join Blue

WTJS, Jackson, Tenn., on Nov. 1, or as soon as wire facilities are available, joins the BLUE Network bringing the total to 170 BLUE affiliates. Owned by Sun Publishing Co., WTJS operates on 1000 w 1390 kc fulltime.

IT PAYS TO
ADVERTISE ON THE SPOT
... with SPOTS!
JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES



WING
DAYTON, O. HAS A 410 MILLION DOLLAR PAYROLL IN 1943
Reach and sell this great market thru
WING
Basic Blue
5000 Watts
Ronald B. Woodyard
Exec. Vice President
Dayton, Ohio
WEED & CO... National Representatives

"That WFDF Flint Michigan singer ain't no musical instrument, see!"

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

THE DOMINANT COVERAGE FOR A GOOD MARKET
WRBL
COLUMBUS, GA.
CBS
HOOPER RATING
81 TO 96.8%
REPRESENTED BY SPOT SALES

NAB Rejects Record Fee Plan

(*Continued from page 13*)

before your panel tomorrow morning.

"The agreements entered into by the other companies provide for a payment of substantial sums of money by the employers direct to the union. Whether or not the making of such payments would violate any law or regulation or be socially or economically undesirable will be issues on which you will pass with respect to the agreements entered into and is also involved in our contested proceeding which will continue on the merits before your panel tomorrow morning. We assume that there will be no hearing or contest before you with respect to the panel's report on the agreements.

"Accordingly we respectfully request that your Board either (a) delay passing upon the panel's report on the agreements until our contested case is also before you or (b) that you hear us as amicus curiae on the issues involved in the report.

"Unless you grant either of these requests we in a contested proceeding may find ourselves before you arguing on issues which you have already disposed of in a proceeding in which you have not heard the opposing arguments. Since first payments to the union under agreements are not due for six months delay will not be prejudicial to the union. We are taking the liberty of sending copies of this telegram to each of the industry members of your board."

Radio Recording Division, NBC
RCA Victor Division, RCA
By Robert P. Myers, Counsel
Columbia Recording Corp.
By Ralph F. Colin, Counsel

Padway Objects

Mr. Padway objected to the telegram as not a procedure of good faith. Pointing out that the two record companies did not seek to intervene in the proceedings until the Decca contract with the union had been signed, he charged them with seeking "not to make peace in the industry but to upset the Decca contract."

Chairman Meyer said it would be "most unusual" for the WLB to permit any interference with a consent case, explaining that in consent cases, where the parties have reached a voluntary agreement, the Board "is not concerned with the social desirability of the contract, as it would be in a dispute case." Technically, he said the panel has reported to the WLB that the agreements already signed contain no provisions affecting the Economic Stabilization Act and therefore nothing requiring WLB approval.

Expressing amused amazement at the "naivete" of the AFM counsel in assuming otherwise, Mr. Colin declared that "of course the telegram was designed to get the Board not to approve the agreements. The union should realize that now somebody is going to fight this principle. We'll fight it until the Board tells us we are wrong."

Mr. Myers cited the urgent need for records and transcrptions by stations operating 4 hours a day by order of the War Communication Board. He read a number of letters from military officials and others showing the great value of recorded music in maintaining morale of the armed forces

Chairman Meyer reported that FCC Chairman James Lawrence Fly had replied to the panel's request for information about the net time sales of stations this year, asking that it be withdrawn as Mr. Fly did not wish to query the stations at this time. Mr. Myers said it is general industry knowledge that the overall time sales have this year exceeded those of the same period of 1942.

Mr. Padway pressed the panel to insist that the FCC secure the desired data, asking for a report on net profits as well as time sales. He said that this information would play a major part in the union argument, which might conceivably suggest that the best solution to the problem would be for the Government to take over radio. Mr. Colin replied, "We're prepared to face even that threat if it becomes necessary before we submit to the principle of direct payments to the union."

Panel Member Fuller asked Mr. Padway if the union's use of station income figures would be restricted to the present case of transcriptions and records, to which the union counsel replied that the information might be used for other purposes as well.

Benefits from industrial use of recorded music were described by Mr. Myers. When Mr. Padway said that maybe the AFM ought to require plants using music for morale to use live as well as recorded music, Mr. Colin retorted that it is not the fault of the recording companies that most people would rather hear a record made by a good orchestra than the live performance of a mediocre group of musicians.

Explaining that the AFM minimum scale for work on phonograph records is $30 per man for a three-hour session during which not more than four 10-inch sides or three 12-inch sides may be recorded, with overtime at $10 per half-hour or less, Mr. Colin said the Harry James record of *Moonlight Becomes You* and *I've Heard That Song Before*, released last December, had sold 1,118,093 copies through Sept. 30. Musicians' scale for both sides totaled $600. AFM royalties at ½ cent a record would amount to $5,590. He pointed out, however, this would not hold for symphonic records, where musicians are paid $28 for a two-hour session.

Payments Estimated

In answer to a query from the panel, executives of CRC and RCA Victor did a little hasty figuring and reported that if both companies had operated under royalty-payment AFM contracts during 1942, CRC would have paid the union about $200,000 and RCA-Victor about $280,000. Commenting that this seemed higher than estimates the panel had been given, Chairman Meyer asked for more definite data covering the first six months of 1942.

Mr. Colin's statement that the union royalties might be $5,000 for a record which the musicians received only $500 for making only demonstrates the poor position the musician is in, Mr. Padway stated.

Mr. Petrillo said the ultimate aim of the AFM is control of the records made by its members. The men who make records are well paid, he stated, and there is no complaint about the name orchestra leaders who earn $100,000 or more a year from recordings, but the real issue is that after they are through with the records these discs serve to displace live musicians.

Declaring the union would sacrifice any amount of royalties if Congress would give it control of records, Mr. Petrillo said the AFM doesn't want to put a tax on the man who buys a record for use at home, but it does want to tax the commercial use of records though the recording companies say they can't separate the two.

Cites Idaho

He cited the state of Idaho as having seven radio stations, none of which employs a single studio musician, using recordings, and said there is nothing to prevent the union from limiting the network use of musical programs to 10, 15, 20, or 30 stations.

"You've heard about the big fight that's coming off in February," the union chief stated.

"You've heard Mr. Colin say they've just begun to fight. It's just a lot of baloney. They're the luckiest people in the world that they're dealing with an honest union. We have the biggest club any labor organization ever had—we're never mentioned it and we don't intend to use it."

He reminded the panel that David Sarnoff, RCA president, and William S. Paley, president of CBS, parent company of CRC, had suggested in a closed conference that instead of fighting, they should go to the President and present a bill that he would back which would give the union the power to license juke boxes and radio stations to use music. "When I agreed," Mr. Petrillo said, "they called a meeting with the NAB. You know what happened. They don't like you [the panel]; they don't like us; everybody's out of step but the NAB."

Asked by Chairman Meyer for the percentage of phonograph records that is used commercially, Mr. Colin replied that reports from RCA Victor and Columbia distributors indicate about 20% of all rec-

FCC PROBE FUND WOULD BE RAISE

DECISION to ask the House Committee on Accounts for $75,000 more, instead of $60,000, to continue the Select Committee investigation of the FCC was reached Friday at an executive session of the committee, Chairman Clarence F. Lea (D-Cal.) announced. With the original grant of $60,000, the new sum, if approved by the Accounts Committee, will make a total of $135,000 for the inquiry.

"We felt that by asking for $75,000 it should be enough to complete the investigation," said the chairman. He previously announced that the request would be for $60,000 [BROADCASTING, Nov. 1].

Resignation of Hugh Reilly as member of the legal staff, was accepted. Mr. Reilly resigned last week because of the press of his personal business.

Chairman Lea said no action was taken on chief legal counsel although indications were Eugene L. Garey will continue in that post. Mr. Lea said hearings would be resumed "as soon as possible". Attending the meeting, besides Mr. Lea, were Reps. Wigglesworth (R-Mass.) and Hart (D-N. J.), as well as Mr. Garey. Rep. Miller (R-Mo.) was ill and Rep. Magnuson (D-Wash.) failed to attend.

is are sold for use in juke boxes. les to radio stations would not ange the percentage, he said, as re are only 900 stations while juke boxes are estimated at 000.

Mr. Colin opened the Thursday rning hearing, by stating that no swer would be made at that time Mr. Petrillo's "colorful and elo- ent plea", that "insofar as he oted anything said by Mr. Sar- ff and Mr. Paley we wish to rec- a denial completely."

After a lengthy discussion of the thod of employing musicians for cording work through contrac- rs to determine the exact status the employer-employe relation- ip had concluded with Mr. Pad- ay expressing "complete confu- on", the recording companies greed to furnish the panel with a tailed descriptive statement of e situation.

In the afternoon the company epresentatives, headed by Mr. Sar- off and Mr. Paley, met with Mr. etrillo and his associates and the LB panel in a closed conference, t which the company presidents eported on the NAB's refusal to oin with them and the AFM in a rive for legislation that would give he recording companies and the usicians control of the use of re- ordings. If such legislation were ecured, the broadcasters, juke box perators and other commercial sers of records would have to se- ure licenses from the union or the anufacturers or both for the right o use recordings.

Meeting with Mr. Petrillo did not ndicate any change in the dis- greement over the justification of he union's demand for direct pay- ent of royalties, Mr. Sarnoff said, ith Mr. Paley concurring. "So ar," Mr. Sarnoff stated, "Neither ide has yielded what it feels its osition to be."

Resuming his argument Friday orning, Mr. Padway declared that he problem of the displacement of ive musicians by records is not ew, but was discussed with the roadcasters as long ago as 1938, iting the "plan of settlement" hen agreed to by the broadcasters nd the union.

Mr. Padway also referred to the "Whiteman" case, in which a court decision awarding control of com- mercial uses of records to the manufacturers was followed by RCA's establishing rates for the broadcasting of Victor records, which were not put into effect be- cause of an adverse decision by a higher court. Mr. Colin replied, "The record companies have never claimed that someone, including the record companies, should have con- trol over the use of their records."

WGAR

Cleveland

BASIC STATION
COLUMBIA BROADCASTING SYSTEM

TAKING OATH of office during ceremonies aired on WHO Des Moines, Joe Grimes becomes the new state Treasurer of Iowa. Left to right are: Gov. Bourke B. Hickenlooper; Grimes; John Mulroney, Chief Justice of the Iowa Supreme Court; Bobby Griffin of WHO. Event was broadcast direct from the offices of Governor Hickenlooper as part of one of the Governor's regular WHO programs on alternate Saturday mornings.

WHEB Transfer Asked

WHEB Inc., Portsmouth, N. H., wholly owned by R. G. LeTourneau, applied to the FCC last week for transfer of control of its license to Charles M. Dale, Portsmouth attorney and mayor of the city, through sale of 100% of his stock (750 shares) for $60,000, $10,000 down and $50,000 upon FCC approval. Mr. Dale is a director of the New Hampshire National Bank, the Atlantic Terminal Corp. and Motor Mart, all of Portsmouth. Mr. LeTourneau stated he was retiring from broadcasting in order to devote all his time to war production.

FM Outlet on MBS

FIRST FM station to join a network as a full-fledged affiliate, WBCA, Schenectady, on Nov. 7 will become affiliated with the Mutual network. The FM outlet has been carrying Mutual programs on an experimental basis up to 12 hours a day since its inception July 17, 1941. Owned by the Capitol Broadcasting Co. Inc., WBCA (formerly W47A) operates full time, 6 hours a day with 1,000 w on 44.7 mc, with a primary coverage of 5,000 FM homes in Schenectady, Albany and Troy.

Glass Firm to J-W-T

OWENS-ILLINOIS GLASS Co., Toledo, has appointed J. Walter Thompson Co., New York, to handle its advertising, following recent resignation of the account by D'Arcy Adv. Co., St. Louis. Thompson takes over the account Nov. 8, although it is understood that D'Arcy will probably supervise the company's radio program on CBS, heard five times weekly, 4-4:25 p.m.

Atlantic's Pair

ATLANTIC REFINING Co., Philadelphia, expanded its coverage of football Nov. 6 on WOR New York, to "double-header" proportions, using five continuous hours. Agency is N. W. Ayer & Son.

Awards Dropped

THE Annual Advertising Awards contest conducted since 1936 by the magazine *Advertising & Selling*, will not be held this year.

JAMES CONNOLLY, radio manager of the New York office of the Branham Co., is the father of an 8 lb. girl, his second, born last week.

Pierce Aids Coup

(*Continued from page 13*)

course of operations. We had a job to do and so we figured out the best way to do it."

The *Press* story continued:

"But Robert Morris Pierce had done something no one had thought of doing before. It was his idea to get the message to the Italian Navy on the international distress frequency.

"The only time he could work on the job was after the station had signed off at night. He started work at 3 a.m. and it took him 14 hours to find out if it was possible to do the job.

"Mr. Pierce decided it was, and an hour-and-a-half later the trick had been done. He tuned the radio down from a frequency of around 1100 kc to 500.

"To do this he had to reduce the number of turns of wire on 8 or 10 coils and adjust the antenna tuning circuits and condensers. Worst of all, there were no markers on the old radio set and he had to make all the adjustments blind.

" 'I guess it was about like making a suit of clothes over for somebody else to wear,' Mr. Pierce admitted today.

"Interested in radio since his grammar school days, he came to Cleveland in 1927 from Chicago and helped to build WGAR."

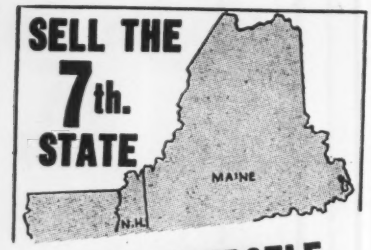
WKNY Transfer

KINGSTON Broadcasting Corp., licensee of WKNY Kingston, N.Y., applied to the FCC last week for transfer of control from Benjamin F. Feiner Jr. Morris S. Novik and Louis J. Furman to Myer Wiesenthal, Charles C. Swaringen, John J. Laux, Richard Teitelbaum, Jack N. Berkman, Alex Teitelbaum, Louis J. Furman and Morris S. Novik. Mr. Feiner would sell all of his 500 shares, while Messrs. Furman and Novik would each sell 125 shares of 500 shares each owns for $4 per share. Each of the new transferees would have 107 shares, except Richard Teitelbaum, who would have 108. The new transferees are all interested in the Buckeye Broadcasting Co., Akron, which has an application pending for a new station on 1240 kc, with 250 w [BROADCASTING, Nov. 1]. The same group also operate WSTV Steubenville, O., and WJPA Washington, Pa.

SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

WDRC
CONNECTICUT'S PIONEER BROADCASTER
TO THE POINT!
Getting right to the point, here's why WDRC is first choice in Hartford, for your spot announcement schedule—you get all 3 on WDRC—coverage, programs, rate! Basic CBS, Hartford.
CONNECT IN CONNECTICUT!

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA



* CUT YOURSELF
1/3 of NEW ENGLAND

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

IN THE
Atlantic

the more war bonds you buy... the safer will be our supply lines to fighting fronts ...so buy more!

IN
St.Louis

the better you rest at night... the more efficient you'll be next day... so stop at

HOTEL
Lennox
DOWNTOWN LOCATION... NOISE-PROOFED ROOMS... FROM $3.00

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 30 TO NOVEMBER 5 INCLUSIVE

Decisions . . .

Buckeye Broadcasting Co., Akron—Designated for hearing application for CP for new station on 1240 kc 250 w.

NOVEMBER 2

KROY Sacramento—Granted voluntary assign. license from Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, Will Thompson Jr., partnership d-b as Royal Miller Radio, licensee of KROY, to same group except Will Thompson Jr., whose 5% interest has been purchased for $2,854 by Marion Miller (2½%) and Gladys W. Penney (2½%).

KVGB Great Bend, Kan.—Granted assignment of license from Helen Townsley, individual, to KVGB Inc. No money involved.

KGGF Coffeyville, Kan.—Designated for hearing license renewal; consolidated with hearing on KOMA Oklahoma City application for CP to change 1520 to 690 kc, increase 5 to 10 kw, install new transmitter and DA-D-N; and of KGGF for CP to increase 500 w to 1 kw, N, on 690 kc, install DA-D-N, new transmitter, change transmitter location.

W47R Rochester, N. Y.—Granted license to cover CP for new FM station; conditions.

W49D Detroit—Granted mod. CP for extension completion date; license to cover CP in part; conditions.

K7XSB Fairbanks, Alaska — Granted authority to operate as relay station to Jan. 1, 1944, for special programs for domestic network broadcast, and test purposes in connection.

NOVEMBER 4

WQAM Miami—Granted license to cover CP as mod., for power increase.

WGRC Louisville, Ky.—Granted license to cover CP to move main studio and transmitter.

WJOB Hammond, Ind.—Granted license to cover CP for power increase, change type transmitter.

WNAX, Yankton, S. D.—Granted license to cover CP as mod. for power increase, DA-N.

WAHL Paducah, Ky.—Granted mod. license to change operation area to permit use with **WSON Henderson, Ky.**, and **WPAD Paducah.**

W6XLA Los Angeles—Granted mod. CP as mod., for extension of completion date of new experimental television relay station.

WGAR Cleveland—Adopted findings granting application for CP to change 1480 to 1220 kc, increase N power 1 to 5 kw, change DA for N use, move transmitter locally; conditions.

WHBC Canton, O.—Granted CP to change transmitting equipment, install DA-N, change 1230 to 1480 kc, increase 250 w to 1 kw.

WADC Akron—Denied CP for new transmitting equipment, DA-D-N, change 1350 kc, 5 kw, unlimited, DA to 1220 kc, 50 kw, unlimited, DA.

Applications . . .

NOVEMBER 1

WSPR Springfield, Mass.—CP to increase 500 w to 1 kw; DA-D-N; change equipment.

North Jersey Broadcasting Co., Paterson—CP for new FM station on 49,900 kc, coverage 4,928 sq. mi.

KSLM Salem, Ore.—Transfer control from H. B. Read to Paul V. McElwain and Glenn E. McCormick (150 shares common stock).

WTAL Tallahassee, Fla.—Mod. license to increase 100 w N, 250 w D to 250 w D-N.

NOVEMBER 2

WMCA New York—Voluntary assign. license from WMCA Inc. to Cosmopolitan Broadcasting Corp.

KPQ Wenatchee, Wash.—Mod. CP for change in frequency; power increase; new transmitter; DA; extend completion date.

WKBZ Muskegon, Mich.—Petition to reinstate application to mod. license to change 1490 to 1450 kc, dismissed at applicant's request.

NOVEMBER 3

WHEB Portsmouth, N. H.—Transfer of control from R. G. LeTourneau to Charles M. Dale (750 shares, 100%).

Birney Imes Jr., Tupelo, Miss.—CP for new station on 1490 kc, 250 w, unlimited.

Granite District Radio Broadcasting Co., Murray, Utah—CP for new station on 1490 kc, 250 w, unlimited, amended to specify studio site changes in equipment and antenna; change corporate structure.

NOVEMBER 5

WKNY Kingston, N. Y.—Transfer control from Benjamin F. Feiner Jr., Morris S. Novik, Louis J. Furman to Myer Wiesenthal, Charles C. Swaringen, John J. Laux, Richard Teitlebaum, Jack N. Berkman, Alex Teitlebaum, Louis Berkman, Louis J. Furman, Morris S. Novik.

WIBC Indianapolis—Voluntary assign. license and CP to H. G. Wall, Margaret B. Wall, Thelma M. Lohnes, d-b as Indiana Broadcasting Co.

WKBH LaCrosse, Wis.—Relinquishment of control by Harry Dahl through transfer of 400 shares to Howard Dahl, Kenneth Dahl, Dorothy Dahl, Catherine Dahl Wood, 100 shares each.

Tentative Calendar . . .

WJBW New Orleans—License renewal hearing, New Orleans (Nov. 8).

Network Accounts

All time Eastern Wartime unless indicated

New Business

CURTIS PUBLISHING CO., Philadelphia (institutional) on Wed., Nov. 10 only, sponsors *Saturday Evening Post Four Freedoms Show* on 90 BLUE stations, 10:15-10:45 p.m. Agency: MacFarland Aveyard & Co., N. Y.

SAFEWAY STORES, Oakland, Cal. (food products), on Nov. 15 starts *What's Doin', Ladies* on nine BLUE Pacific stations, Mon., Wed., Fri., 2-2:15 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

THE GOODYEAR TIRE & RUBBER Co. program to start Nov. 13 will be heard on 125 NBC stations instead of on CBS as previously reported [BROADCASTING, Nov. 1], and will bear the title *Hook 'n' Ladder Follies.* Agency is N. W. Ayer & Son, New York.

TURCO PRODUCTS Inc., Los Angeles (cleanser), on Nov. 9 starts for 26 weeks, *Smile in the Morning*, on 4 Don Lee Cal. stations (KHJ KGB KVOE KFXM), Tues., Thurs., Sat., 7:30-7:45 a.m. (PWT). Agency: Warren P. Fehlman Adv., Los Angeles.

SEALY MATTRESS Co., Los Angeles (mfgrs.), on Nov. 21 starts for 52 weeks *Layman's Views of the News* on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ), Sun. 10-10:15 a.m. (PWT). Agency: Alvin Wilder Adv., Los Angeles.

FISHER FLOURING MILLS Co., Seattle, on Nov. 17 adds 13 NBC stations to *Louis P. Lochner* on 7 NBC Pacific stations, making a total of 20 stations, Wed., Thurs., 5:45-6 p.m. (PWT), with repeat 4-4:15 p.m. (MWT). KDYL to be added on Nov. 24. Agency: Pacific National Adv. Co., Seattle.

in the CONTROL ROOM

JACK HODGKINSON is now supervisor of studio engineering WHIO Dayton, Ohio, and Dick Lo is now supervisor of transmi operations.

MARTIN OEBECKE, former assistant technical supervisor of W Philadelphia and now serving civilian advisory capacity to the A Signal Corps, is the father of a

HERMAN MICHAEL, CBS Hol wood sound engineer, has returned work after being confined to his h with a split vertebra received wh kicked by a horse.

GORDON ROBINSON, formerly Toronto, has joined the techni staff of CKRN Rouyn, Que.

PLANTERS NUT & CHOCOLATE C San Francisco (peanut oil, salted peanu on Nov. 19 adds 13 NBC stations to *P. Lochner* on 7 NBC Pacific stati making a total of 20 stations, Fri., 5:45-6 p.m. (PWT), with repeat 4-4 p.m. (MWT). KDYL will be added on N 26. Agency: Raymond R. Morgan C Hollywood.

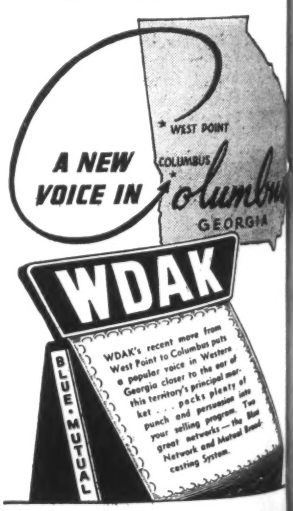
Network Changes

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), on Nov. 6 st *Aunt Jemima* from 38 CBS stations, Sa 2:55-3 p.m. to 38 CBS stations Sat., 1: 1:45 p.m., adding ten minutes. Agency Sherman K. Ellis Co., Chicago.

GENERAL MILLS, Minneapolis (Softasi and Gold Medal Flour), on Nov. 4 repla *Hymns of all Churches* with Betty Cro er's *Melodies of Home* on 29 NBC statio Thurs., 2:45-3 p.m., continuing the s mer Mon., Tues., and Wed., same ti and stations. Agency is Blackett-Samp Hummert, Chicago.

Gen. Mills Series

GENERAL MILLS, Minneapo (Softasilk Flour), on Nov. 4 begi sponsorship of *Melodies of Hom* weekly quarter-hour home ec nomics and musical program fe turing Betty Crocker, Gene Bake tenor, and the *Hymns of A Churches* choir directed by Fr Jacky, on NBC Thursdays, 2:45 p.m. Miss Crocker will continue her regular Friday series; *Hym of All Churches* will continue Monday, Tuesday, Wednesd series. Agency is Knox-Reen Minneapolis.


A NEW VOICE IN
WEST POINT
COLUMBUS
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.
BLUE-MUTUAL

"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Announcer-Engineer—(Any License) with ad-lib and news ability. 250 watt local-CBS station. If you want to spend a winter in Florida, working under ideal conditions, write WSPB, Sarasota, Florida, giving draft status and salary expected.

Young Women—Experienced Copy Writer handling advertising for general line of accounts. Prefer one with some sales ability. Permanent position in attractive community. Write WSPB Sarasota, Florida, stating qualifications and salary expected.

Man-Wife Combination—If you can fill above positions here is the ideal set-up. Positions permanent, but would consider a couple who wishes to spend winter season in Florida. WSPB Sarasota, Florida.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 500, BROADCASTING.

Operator—First and second class license. Good pay, no war boom. Reasonable living costs. Permanent position and advancement. Draft exempt. 5,000 watts CBS. WKNE, Keene, New Hampshire.

First Class Radio Telephone Operator—Permanent position. Union scale. Contact Chief Engineer, WDSU Inc. New Orleans, La.

Announcer—Permanent position with 5 kw. regional network station for draft deferred. experienced man. Box 499, BROADCASTING.

Excellent Opportunity—For combination announcer-third class engineer with CBS station in South. State experience, draft status and salary requirements first letter. Box 496, BROADCASTING.

JACK WELCH—Sports Announcer. Important you write Box 495, BROADCASTING.

Announcer-Writer—Permanent position for experienced draft exempt man. $56 for 50 hours to start. A real opportunity. Send samples of your work with full details to Manager, WFDF, Flint, Michigan.

Station Executives—One Kw station middle west has opening for man who has experience in producing, announcing writing, and primarily selling. State qualifications and references. Box 494, BROADCASTING.

Experienced Announcer—Wanted by Blue network station in deep south. Give full details in first letter. Box 493, BROADCASTING.

ATTENTION SMALL STATION ANNOUNCERS—Here is fine opportunity to advance in radio. Need man of all-round ability including news, sports, M.C. Draft exempt. Send all details, snapshot, desired salary, first application. Box 492, BROADCASTING.

DO YOU WANT TO STEP UP from a small station? We offer heavy-producing time SALESMAN real opportunity with one of industry's best known organization and one of finest regional station in country. Must be draft exempt. Send all details—desired salary and snapshot—first application. Box 491, BROADCASTING.

Engineer-Operator—For leading Alaskan Broadcast station. Single man, must copy Press, have announcing ability. Modern living quarters furnished. Reply via air-mail, enclose photo, qualifications, experience, references. August G. Hiebert, KFAR, Fairbanks, Alaska.

ANNOUNCER—Leading Midwest NBC affiliate has openings for two qualified announcers. Give full details of previous experience. Write Box 489, BROADCASTING.

Help Wanted (Cont'd)

EXPERIENCED ANNOUNCER—Immediate opening, draft deferred. State experience, age, details. Good salary. Urgent—write us now. WSAP, Portsmouth, Virginia.

ANNOUNCER—Regional network affiliate in pleasant Eastern city where reasonable living accommodations are available. $45 for forty hour week and RR ticket for right man. Send qualifications, draft status, references, date available, photograph and recording. Will return latter. Box 488, BROADCASTING.

Chief Announcer — Program manager. Fluent ad lib with versatile production ability. Permanent position in good farm market. Send photo, draft status, references and transcription to WSLB, Ogdensburg, New York.

Experienced Radio Salesman—With at least two years experience actively selling and servicing local accounts. Write full particulars WSLB, Ogdensburg, New York.

50,000 Watt Clear Channel—WHO has opening in department of 100 per cent professional news men with newspaper standards and methods. Must be able to write *and* broadcast news copy from five leased wires, or be rapidly adaptable to such a combination. Splendid chance for training and advancement with one of middle west's best-equipped radio news rooms. Write Jack Shelley, News Editor, Station WHO, Des Moines, Iowa

Five Kw. Florida Station—Needs two men. First or second class operator with automobile. Experienced announcer. Give draft status & salary expected. Box 486, BROADCASTING.

Splendid Opportunity—For Male Announcer-Commercial Copy Writer. Voice essential. Progressive 250 watter. Box 484, BROADCASTING.

Experienced—Announcer-Newscaster. Capable. Draft-Deferred. Excellent salary; wire WHIT, New Bern, N. C.

We want several good announcers at our 250-watt Blue and Mutual station in Southwestern Virginia! Living conditions good—steak dinners only $1.10. Give age, experience, and draft status in application. Write care of Box 481, BROADCASTING.

Announcer—To handle news and run control board. State salary wanted and mail voice transcription. Draft deferred. Box 477, BROADCASTING.

Sales Girl—An unusual opportunity for girl or woman experienced in selling radio. Offer 15% commission with drawing account to start, in 1-station market over 100,000 network outlet. Give complete details, including recent photo. Box 505, BROADCASTING.

Two Experienced Continuity Writers—Preferably girls, needed for dual station operation. Excellent opportunity for qualified people. Give complete details and enclose a recent photo. Box 504, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in nondefense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network station. Sends details to KSEI, Pocatello, Idaho.

Situations Wanted

PROGRAM DIRECTOR—Top announcer. Experience 8 years. Box 480, BROADCASTING.

Situations Wanted (Cont'd)

Manager-Commercial Manager—Now Manager of network affiliate. 5 years radio, 6 years newspaper. National sales representative 5 years. Desires permanent connection with progressive organization. Box 506, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER—Thoroughly Experienced in every phase of 1 KW station operation. Extensive background in programming, advertising, promotion, and sales. Box 507, BROADCASTING.

Draft Deferred Announcer—Responsible, varied experience regional midwest station. Minimum: $100 per week. Preferably Washington, D. C., or Baltimore. Box 508, BROADCASTING.

ANNOUNCER—21 years old. Single. Draft exempt. NBC trained in Chicago and experienced. Desires Midwest location. Box 503, BROADCASTING.

Chief Engineer—Now employed by large metropolitan station. Extensive broadcast experience 250 to 50,000 watts, also international broadcast UHF etc. Details upon request. Box 502, BROADCASTING.

ANNOUNCER — Woman . . . five years' experience, exp. also in directing women's programs, acting, musical and traffic direction, and script-writing, wishes position with promising future. Trans. upon request. Box 501, BROADCASTING.

15 Years Experience — Newscaster — announcer, is looking for better than ordinary opportunity in these fields. Or will consider offer as program manager. Box 487, BROADCASTING.

Need A Good Man?—Fifteen years' experience as manager, program director, news, musical clock, proven mail-pull, copy. College graduate, married. draft-exempt. Box 485, BROADCASTING.

Station Manager or Commercial Manager—Twelve years experience NBC and CBS stations. Familiar with all phases of station operation. Stable, reliable, married, past draft age. Box 483, BROADCASTING.

Experienced Hammond Organist—Desires permanent position with good metropolitan station. Married. 4-F. Box 478, BROADCASTING.

Situations Wanted (Cont'd)

Livewire, Announcer, Continuity—Salesman—Honorably discharged, 23, married. College graduate. Trained all phases radio production outstanding radio school. News experience background major newsreel. Box 482, BROADCASTING.

Young Woman—Desires training and experience as announcer in small midwestern station. Box 479, BROADCASTING.

Wanted to Buy

Wanted to Buy—Regional or local station Midwest or Southwest. Box 498, BROADCASTING.

Wanted To Buy—Complete 5 KW transmitter, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 497, BROADCASTING.

Attention Owners of Radio Stations—Veteran Broadcaster will buy controlling interest in Radio Station. Price must be reasonable. Box 490, BROADCASTING.

Wanted—One or two sixteen-inch dual speed, weighted turn tables, without cabinets. With or without pickups. WBIR, Knoxville, Tennessee.—Attention—Mr. J. Rex Horton.

Wanted To Buy—Professional recording equipment. 2 Dual speed tables complete with amplifiers. RCA, Fairchild, or Presto preferably. Ray Plank, WLAV, Grand Rapids, Mich.

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GE Offers War Bond Equipment Plan

Post-War Project Told At Lunch Meeting In New York

SPECIFIC postwar plans in the broadcast equipment field—including a War Bond reservation arrangement effective immediately and providing for the purchase of G-E postwar AM, FM, or television equipment — were anounced last Wednesday by the General Electric Co., Schenectady, at a luncheon in New York.

Dr. W. R. G. Baker, G-E vice-president in charge of the electronics department; W. R. David, in charge of broadcast transmitter sales; and Paul L. Chamberlain, head of transmitter division sales, were speakers.

Three Main Steps

Three steps are involved in the reservation plan, Mr. Chamberlain explained: (1) Indication of the type equipment desired, (2) details supplied on an equipment reservation form being mailed to the industry, and (3) deposit of bonds with G-E in the amount stipulated for the equipment desired. As an example, a 10 kw FM transmitter can be reserved by the purchase of $1,200 in War Bonds. The title to the bonds remains with the broadcaster as well as accrued interest.

The reservation, Mr. Chamberlain said, is not an order or contract, but it does give the customer a priority position. It provides that a satisfactory contract is to be negotiated within 90 days after G-E is again permitted to produce commercial transmitters. If, however, a satisfactory contract cannot be negotiated within that time, the bonds are to be returned to the customer and that priority voided.

Pointing out that G-E is now producing a million dollar's worth of the radio equipment a day, Mr. Chamberlain said that the reservation plan will help G-E prepare for an orderly transition from wartime to peacetime manufacture. He revealed that G-E has plans for incorporating all phases of the broadcast industry into its post-war service. "If the customer desires it, G-E Realty Corp. will purchase the land, and in cooperation with a firm of architects, will supervise construction of studio and transmitter buildings; G-E will take charge of wiring and sub-station equipment, of the lighting, and air conditioning, supply microphone and speech amplifier equipment, station-to-transmitter relay equipment, the transmitter, and the antenna. General Electric Contract Corp. will finance the whole transaction and will train operators and program personnel, if desired."

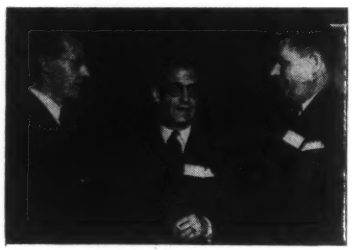
Analyzing the economic trends of AM and FM broadcasting, Mr. David, who is specializing in FM transmitter sales, predicted that FM will eventually supplant all local, many regional, and some high powered AM stations and that within five years after the end of the war, there will be 500 FM stations, 750 AM stations, 100 television stations, and 50 international shortwave stations in operation.

Wireless FM networks are inevitable, Mr. David said, at the same time solving the small station's network service problem. Of the approximately 400 local stations on the air, half are losing money, and of that 200, approximately 170 are not network affiliated. FM network service would help these locals, it was said.

FM Forecast

"Tomorrow's wireless FM networks will differ from today's in that the relay transmitters will be operated on very high frequencies. They will be small units with highly directional antennas located at strategic high points and probably operated automatically," he explained, "Such stations may be set up as a public utility, similar to the telephone system, or they may be set up as an auxiliary operation of the major networks. In this type of wireless network, the intermediate broadcast stations will not be responsible for passing the program on to the next station." Five factors, according to Mr. David, necessary for FM network are: (1) Continued explanation through institutional advertising, (2) Network cooperation—recognition of FM potentialities, rather than as insurance against AM, (3) High fidelity lines, (4) Big name shows, and (5) New FM stations (there are now 56 applications on file before the FCC).

There have been important developments in AM transmission for postwar utilization, Mr. David told the group. "If the 50 kw transmitter used by WGY Schenectady could be replaced by new equipment, it would result in saving of $600 a month on the power bill alone. G-E at present is building a 100 kw transmitter for the OWI incorporating new designs, details of which will be revealed in about two months," he said.



DISCUSSING G-E's PLANS for the manufacture of post-war AM, FM and television equipment, at a press luncheon in New York, Nov. 3, was this trio of speakers who outlined G-E's program: (l to r) W. R. David, in charge of broadcast transmitter sales; Dr. W. R. G. Baker, G-E vice-president in charge of electronics; Paul L. Chamberlain, head of transmitter sales.

Dr. Baker, who opened the meeting, said there are two problems that the broadcast equipment manufacturer must solve—(1) Review and agreement of frequency allocation and system standards, and (2) Transfer of those details into transmitting and receiving equipment for mass entertainment and reception. He cited the television standard difficulties in the latter part of 1939, the establishment of the National Television Standards Committee, made up of 140 engineers. The NTSC made unanimous recommendations to the FCC which granted practically all of the requests. The Radio Technical Planning Board, of which Dr. Baker is chairman, was formed to coordinate the postwar planning of all the services that the electronics industry will offer to the people. "Both plans are an orderly approach to solve problems. There should be no confusion or delay in setting up postwar standards and systems, thus making it possible to utilize technical advances."

Drawn for BROADCASTING by Sid Hix

"You're canned! I told you to take that picture AFTER the contract was signed!"

NAB Presentation Continued Success

Favorable Comments Reported From Nationwide Showing

INCREASED requests for the "How to Do It" booklets along with continued expressions of approval of the presentation marked last week's reports of NAB's "Air Force and the Retailer". The printer has delivered two of the five booklets, but the rest are expected this week.

Some criticisms of the length of the showing and its lack of specific application to local problems were noted, but, as NAB officials have pointed out, the latter problem is expected to be met when local salesmen take advantage of information in the "How To Do It" set. Typical comments, however, were as follows:

WHIO, WING Dayton, 210 attended, "definite stimulation"; KTUL Tulsa, 150, "happy with reactions"; KMYR Denver, "terrific job . . . happy . . . though not NAB members"; KDAL Duluth, 190 attended from Duluth and Superior, "more than pleased"; WHBQ Memphis, "consider best investment of its kind we have ever made".

Other Showings

Lew Avery wired from Cleveland that a group of 400 were enthusiastic over the show, and from Chicago that one agency man said, "I wish I had brought all of our clients." He was introduced in Chicago by William T. White, sales manager of the Wieboldt Stores. KARK Little Rock wrote "favorable reaction"; KVOE Santa Ana, Cal., "proud of the job", 100 sets of booklets requested; WHIT New Bern, N.C., "this production will accomplish great results"; WTMA Charleston, S. C., 75 firms represented, "comments favorable"; WCOV Montgomery, "enhanced prestige of radio"; WSPA-WORD Spartanburg, 126 attended, all wanted booklets; WLOK Lima, O., select party saw show in Toledo, "excellent investment on part of WLOK".

WTAG, WAAB, WORC Worcester, Mass., 150 attended. A retailer said "it shows me there definitely is a place in radio for better stores"; WDAN Danville; WFBM Indianapolis, WGBF-WEOA Evansville; WBOW Terre Haute, 136 attended; "only one walked out" (claimed he had a previous engagement).

Prof. C. H. Sandage, of the graduate business school of Harvard, who helped in research for the presentation, wrote "It should give retailers a new appreciation of the opportunities which radio holds for many types of advertisers." He also suggested the NAB make available on a loan basis after the war the slides and records of the show for use in college business courses.

XUM

Sketches AFTER SUNSET ON SUNDAY

MINETTA ELLEN
"ONE MAN'S FAMILY"

WALTER WINCHELL

JACK BENNY

PHIL SPITALNY
"HOUR OF CHARM"

EDGAR BERGEN • CHARLIE McCARTHY

It's pretty hard to capture . . . in black and white . . . that big Sunday night audience on WLW.

But advertisers are particularly happy when they compare their Sunday ratings on The Nation's Station to the amount and distribution of listening to stations served by the four major networks in our area. C. E. Hooper portrays the picture for the whole week in his Mid-Winter '43 Report. We've reprinted it in convenient WLW Faxfile form and we invite you to read it carefully. In case you haven't received your WLW Faxfile or "The Listening Finger Points", won't you let us know?

WLW

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